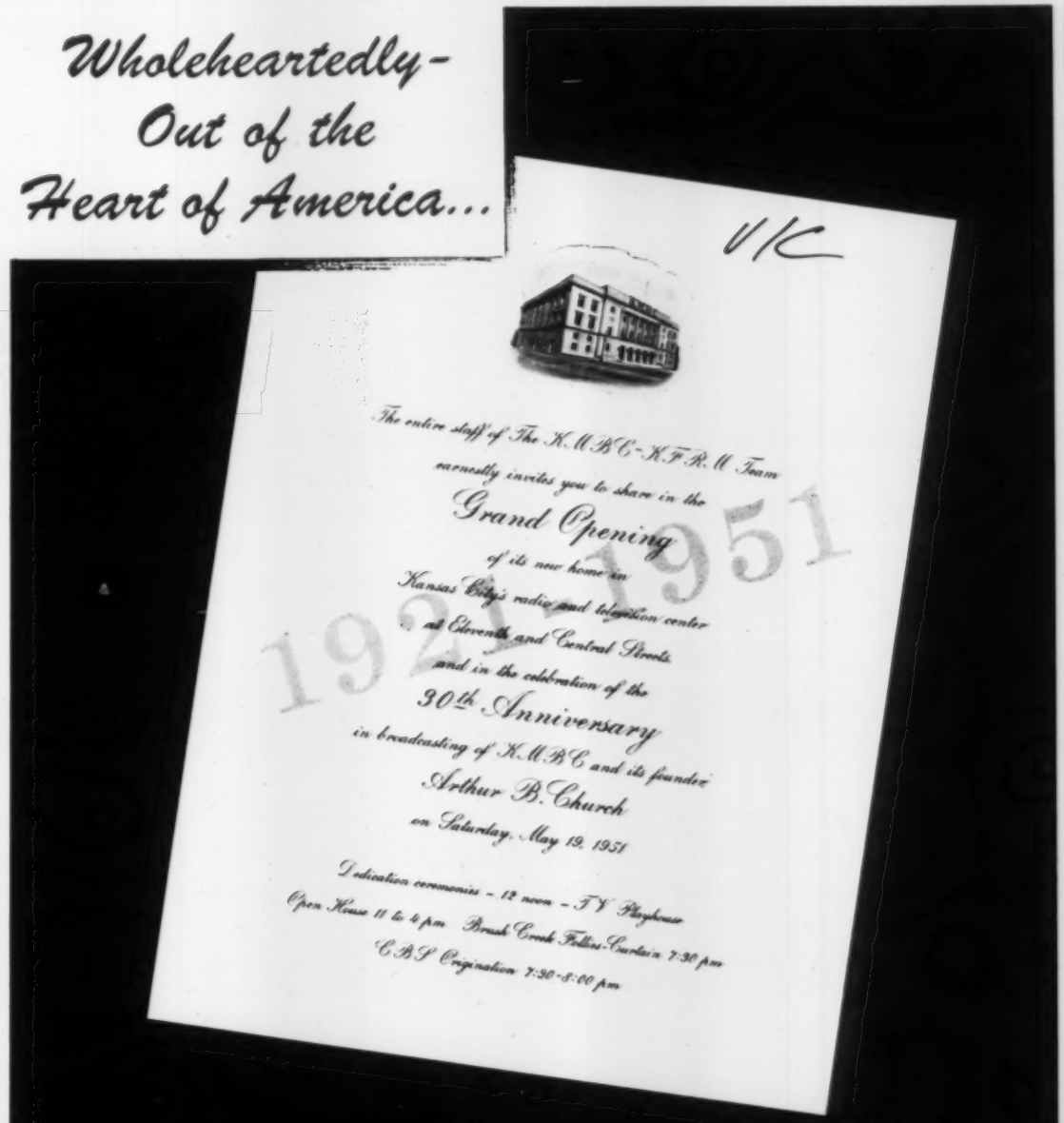
MAY 21, 1951

BROADCASTING TELECASTING

DETROIT PUBLIC LIBRARY
DEPT. OF TECHNOLOGY
5201 WOODWARD AVE.
DETROIT 2, MICH.

LIBRARY
1951
ROIT

Wholeheartedly—
Out of the
Heart of America...


V/C
The entire staff of The K.M.B.C.-K.F.R.M. Team
earnestly invites you to share in the
Grand Opening
of its new home in
Kansas City's radio and television center
at Eleventh and Central Streets
and in the celebration of the
30th Anniversary
in broadcasting of K.M.B.C. and its founder
Arthur B. Church
on Saturday, May 19, 1951
Dedication ceremonies - 12 noon - TV Playhouse
Open House 11 to 4 pm Brush Creek Follies-Starlets 7:30 pm
C.B.S. Origination 7:30-8:00 pm

Still the Undisputed Leader...
The **KMBC-KFRM** *Team*
6th Oldest CBS Affiliate — Programmed by KMBC

RADIO'S EVER MAGIC TOUCH

CHET RANDOLPH
Prairie Farmer Livestock Editor. Associate WLS Farm Editor. Handles many agricultural remote broadcasts.

ART PAGE
WLS Farm Editor. Conductor of DINNERBELL TIME, oldest farm service program in radio.

AL TIFFANY
Ace farm specialist—comments on all news affecting agriculture on the daily FARM WORLD TODAY program—served by WLS Field Staff and special wire services.

LARRY MC DONALD
Agricultural specialist on the early morning FARM BULLETIN BOARD program—served by WLS Field Staff and special wire services.

Agricultural Leadership is no Mere Accident

GLADYS SKELLY
Prairie Farmer Homemaking Editor. Appears regularly on PRAIRIE FARMER AIR EDITION.

The agricultural leadership enjoyed by WLS throughout the rich Midwest is no mere accident. Rather, it is the result of the proper application of radio's ever magic touch. WLS was established by the Sears Roebuck Agricultural Foundation for the sole purpose of serving agriculture. Owned since 1928 by Prairie Farmer, America's oldest farm publication, it is only natural that the station's interest should be toward agriculture.

WLS farm programs are planned and presented by men and women who have spent a lifetime studying the problems of agriculture—know just what times are best for reaching the market—know just what types of programs are needed and wanted. A few of these specialists are pictured on this page—all exclusively WLS broadcasters.

Thru years of service to the vast agricultural industry by these and other station-specialists, WLS by proper application of radio's ever magic touch has emerged as the undisputed agricultural leader in the Midwest. No mere accident—but the result of planned programming and service by the largest informed agricultural staff in radio.

DAVE SWANSON
Agricultural market specialist. Broadcasts market summaries from U.S. Stock Yards.

BILL MORRISSEY
Livestock market expert. Broadcasts daily market reports.

F. C. BISSON
Grain market specialist. Broadcasts daily from the studios of WLS.

PAUL JOHNSON
Prairie Farmer Editor. Commentator on PRAIRIE FARMER AIR EDITION.

...and in terms of Sales Results

This agricultural leadership has solid commercial value. The over 3½ billion dollar cash farm income (11½% of the nation's total) in the WLS effective coverage area (*) can be most profitably tapped by the 50,000 watt voice of WLS. That is why leading national and regional advertisers have consistently used WLS to sell the 1,738,370 (*) radio families whose economy is so greatly dependent upon agriculture.

When thinking of the Midwest, think of WLS and radio's ever magic touch for effective coverage of this important agricultural market. Your John Blair man has details—or write WLS direct for additional proof.

* 1950 SURVEY OF BUYING POWER
WLS-BMB, 1949, 25-100% daytime Radio Families in towns 25,000 and under, within WLS-BMB area.

CLEAR CHANNEL Home of the NATIONAL Barn Dance

WLS CHICAGO 7 — The PRAIRIE FARMER STATION

890 KILOCYCLES, 50,000 WATTS, ABC NETWORK—REPRESENTED BY JOHN BLAIR & COMPANY

the TOUR TEST proves

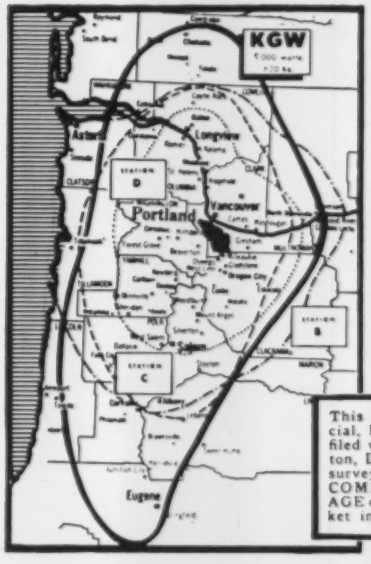
KGW THE ONLY STATION WHICH GIVES THE ADVERTISER COMPREHENSIVE COVERAGE ....in the OREGON MARKET

Miss KGW, on recent Tour Test to Corvallis, made in co-operation with Oregon Motor Association, visits Chapman Manufacturing Company, where Robert Wheeler, Plant Engineer shows operation of hydraulic press. Wood waste from Oregon's basic resource are utilized in making product with a variety of uses. KGW's Comprehensive Coverage was proved effective in Corvallis by this Tour Test. Second picture shows Tour Test car in front of big, new Gill Basketball coliseum on Oregon State College Campus.

BROADCAST MEASUREMENT BUREAU SURVEYS PROVE KGW's LEADERSHIP

No other Portland radio station, regardless of power, reaches as many radio families or provides a greater coverage area. KGW's efficient 620 frequency is beamed to cover Oregon's Willamette Valley and Southwestern Washington. BMB surveys prove KGW is doing just that!

TOTAL BMB FAMILIES
(From 1949 BMB Survey)



DAYTIME	
KGW	350,030
Station B	337,330
Station C	295,470
Station D	192,630

NIGHTTIME	
KGW	367,370
Station B	350,820
Station C	307,970
Station D	205,440

This chart, compiled from official, half-milivolt contour maps filed with the FCC in Washington, D.C., or from field intensity surveys, tells the story of KGW's COMPREHENSIVE COVERAGE of the fastest-growing market in the nation.

KGW 30th YEAR

NBC AFFILIATE

PORTLAND, OREGON

ON THE EFFICIENT 620 FREQUENCY

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

Published every Monday, 53rd issue (Year Book Number) published in February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879

BROADCASTING TELECASTING ...at deadline

Closed Circuit

CBS RATE-CUT post-mortem: Of 197 affiliates, only four are protesting 10-15% reduction (33 of total had contracts which entailed their consent). Two of four may possibly terminate CBS affiliation.

INCREASE of more than 40% in number of U. S. radio homes in 1940-50 decade will be shown when Census Bureau completes preliminary estimate based on 1950 decennial census. It's expected government agency will find over 95% saturation, with total of more than 40 million radio homes.

IT'S BELIEVED Census Bureau's television set count will show one out of every eight U. S. homes had video receiver as of April 1950, when enumerators knocked on more than 43 million doors. TV circulation doubled between April 1950 and January 1951.

CONSTERNATION permeated National Republican Committee headquarters in Washington last week after Senate Minority Leader Wherry, of Nebraska, all but got on Senator Bill Benton (D-Conn.) bandwagon in connection with educational television. Question posed was whether Republican party officially was advocating something approaching government ownership or at least direct control over radio-TV operations.

FCC WILL go all-out in Senate for restoration of House-inflicted cut in its appropriation of $6,575,000 to an even $6 million, but it's concerned about effect of NPA indicated freeze on all station construction [BROADCASTING • TELECASTING, May 14] which, if it sticks, would substantially reduce FCC work-load and militate against increased funds.

R. J. REYNOLDS Co., Winston-Salem (Camel cigarettes), planning to add radio markets to its present spot announcement campaign near military installations, through William Esty, New York.

IT MAY BE all moot now that ABC chairman and principal owner, Edward J. Noble, has announced calling off of negotiation for disposition of his network, but Dept. of Justice was at least poised to look into whole transaction last week. It's reported that Senator McCarran (D-Nev.), chairman of Judiciary Committee, had requested Anti-Trust Division to probe transaction, presumably at request of ABC affiliates.

SELECTION of city for 1952 NARTB convention likely to be tossed back into board's lap by its site committee. Board picked New York at April session but committee decided not to act after comparing higher costs with Chicago rates.

ENTER NAME of Carl Loeber, State Dept. communications expert, as candidate for chief engineer of FCC to succeed Curtis B. Plummer, who becomes chief of newly created Broadcast Bureau June 4. Edward W. Allen Jr., chief of

(Continued on page 94)

Upcoming

May 21-23: Parts Distributors Conference and Show, Hotel Stevens, Chicago.
May 24-25: North Carolina Assn. of Broadcasters, Carolinian Hotel, Nags Head Beach.
May 31-June 2: National Sales Executives Convention, Waldorf-Astoria, New York.
June 4-6: NARTB Board of Directors, NARTB Headquarters, Washington.
June 5: NARTB Inaugural Dinner, Hotel Statler, Washington.

(More Upcomings on page 74)

Bulletins

GENERAL FOODS' Baker's Coconut, through Young & Rubicam, New York, planning one-week spot announcement campaign or network show before Father's Day for special promotion for coconut cake.

TEXAS CO. RENEWS BERLE ON NBC-TV FOR SEASON

TEXAS Co. renews Milton Berle television show for 1951-52 season on NBC-TV, Tuesday, 8-9 p.m., after earlier negotiations with DuMont and ABC-TV. Berle show will take 13-week hiatus after June 12, returning in mid-September.

Although Mr. Berle has exclusive contract with NBC-TV, it does not go into effect until 1952 and thus Texas Co. retained rights to program for coming season. Kudner Agency, New York, handles account.

WYATT & SCHUEBEL NAMED

JOHN FALKNER ARNDT, Philadelphia (advertising agency) has appointed Wyatt & Schuebel, New York, to serve as its radio and television department, effective immediately. Among its accounts Arndt firm lists following: American Oelan Tile; Belrug Mills (carpets), Drexel furniture, *House & Garden*, Procter Electric Co. (appliances), Philadelphia Coke Co. and Stangle Pottery (dinnerware).

WMT RAISES RATES

RATE increase in many classes effected by WMT Cedar Rapids, Ia., according to William B. Quarton, general manager. Main exception is Class D series, unchanged. Noon spots up $5, for example, with noon hourly rate up $25. Top boost around 20%, with average of 10%.

SERVICE TO FARMERS

FARM market news now broadcast by 1,200 radio stations, Dept. of Agriculture announced on eve of 30th anniversary of first market broadcast. Pioneer program was heard May 21, 1921, on KDKA Pittsburgh. Radio stations are major factor in helping growers solve their marketing problems, according to department, putting them on more nearly equal bargaining basis with buyers and helping trade do better marketing job. Radio's market news helps prevent market shortages and gluts, it was explained. Market news now supplied by 144 field offices.

Business Briefly

WHEATIES SPECIAL ● General Mills, Minneapolis (Wheaties), to sponsor *No School Today*, children's program on ABC, Saturday, 9 a.m., on May 19 and 26. Agency, Knox Reeves Adv., Minneapolis.

KULA APPOINTS ● KULA Honolulu, has appointed Adam J. Young Jr., New York, as its U. S. representative. Jim Fletcher, of Young firm, has flown to Honolulu to confer with KULA manager, Jack Burnett.

NETWORK NEWS SHOW ● Puritan Co. of America, Chicago, for Realemon, starting May 28 will sponsor Julian Bentley, WBBM Chicago news editor, on five-a-week CBS show 2:55-3 p.m. (CDT) during summer. Agency, Schwimmer & Scott, Chicago.

RALSTON BUYS ● Ralston Purina Co., St. Louis, June 9 begins sponsorship of half-hour weekly *Space Patrol* on 33 ABC-TV east and mid-west stations Saturday, 6-6:30 p.m. (EDT). Contract for 13 weeks. Agency, Gardner Adv. Co., St. Louis.

WHITE ROCK TEST ● White Rock Sparkling Beverages, effective May 31, sponsors *Big Joe's Happiness Exchange*, on WABD (TV) New York, Thurs. 11-12 p.m., on test period of month. Agency, Kenyon & Eckhardt, New York.

AGENCY NAMED ● E. J. Brach Candy Co., Chicago, names Arthur Meyerhoff Agency, same city, to handle its advertising. Radio and television will continue to be used. Marshal Kissel is account executive. Account was handled previously by J. Walter Thompson.

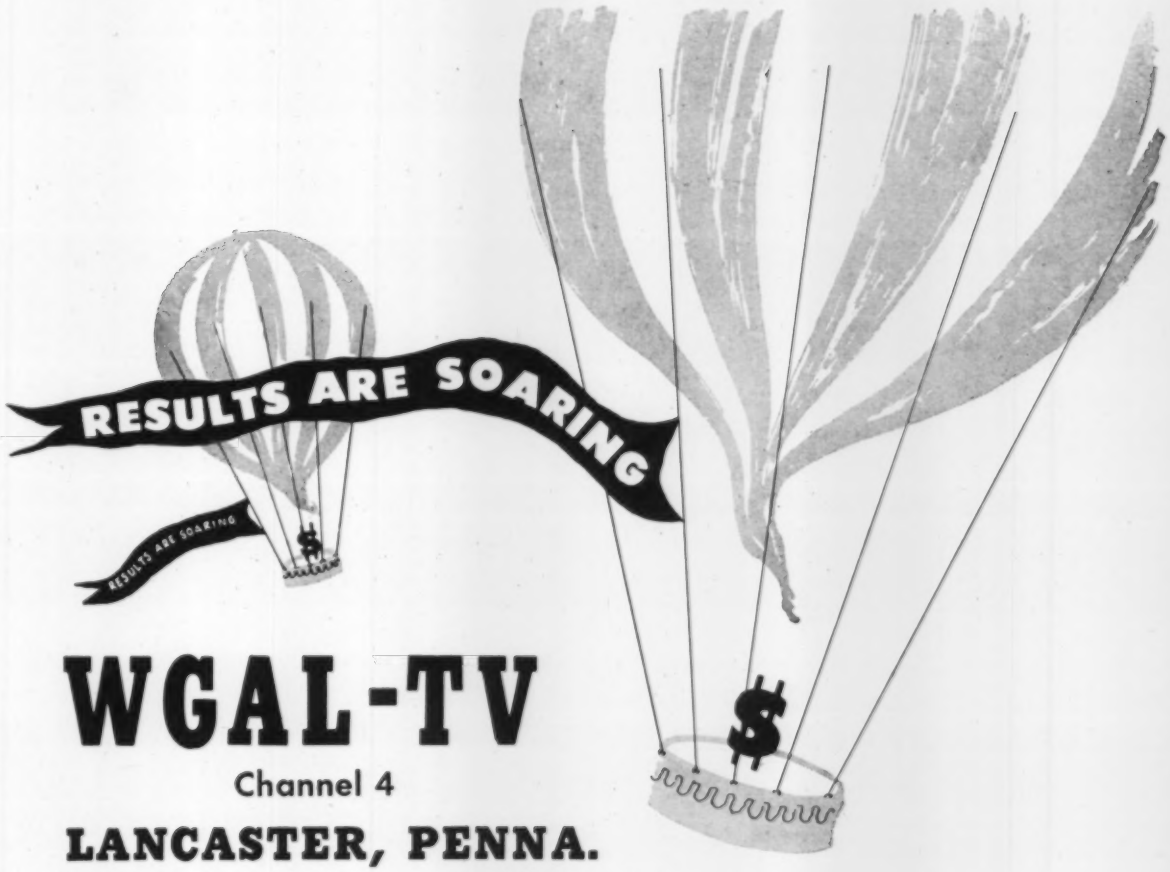
MBS AFFILIATES GROUP TO HOLD RATE SESSION

WITH radio rates on agenda as first major problem, MBS affiliates Advisory Committee is being formed and will hold organization meeting in New York next Monday (May 28). Earl M. Johnson, Mutual vice president in charge of station relations, announced Friday.

Mutual is only one of four major networks which has not announced reductions in time costs to advertisers, but is expected to follow lead taken by CBS and pursued since by NBC and ABC (see story page 23).

MBS said 14-man pro-tem MAAC is being set up as step toward development of stronger network-affiliate relations, and that it will also serve as nominating group for permanent MAAC to be elected by Mutual affiliates. Initial meeting will hear report from Mutual officials on network rate analyses in preparation since CBS announced its rate cut plan in mid-April.

Named to pro-tem committee were: Gene Cagle, KFJZ Fort Worth; John Cleghorn, WHBQ Memphis; Grover Cobb, KVGB Great Bend, Kans.; Robert Convey, KWK St. Louis; Robert W. Ferguson, WTRF Bellaire, Ohio; Paul Fry, KBON Omaha; George C. Hatch, KALL Salt Lake City; Rex Howell, KFXJ Grand Junction, Colo.; Frank Katzentine, WKAT Miami Beach; Charles A. King, WKAT Rome, N. Y.; E. J. McKellar, KVOX Moorehead, Minn.; Bob McRaney, WCBI Columbus, Miss.; James Murray, KQV Pittsburgh; and Charles Smithgall, WGGA Gainesville, Ga.



WGAL-TV

Channel 4

LANCASTER, PENNA.

WGAL-TV is the *only* television station located in this thriving market. Its coverage area includes: Lancaster, York, Lebanon, Dauphin (Harrisburg), Berks (Reading), Cumberland and adjacent vicinities—with a population of more than one million—spending approximately one billion dollars yearly.*

(*U.S. Census figures)

WGAL-TV PRODUCES RESULTS!

Here's a typical Success Story:

The Keystone Moving Company sponsors a world news and sports program on WGAL-TV three times a week from 12:00 to 12:10 A.M. Recently, one live announcement was made on the program offering, free, a plastic coin holder. The announcement at 12:05 A.M., showed the holder and mentioned its use. 384 requests were received following the telecast. Requests are still being received. Cost per inquiry thus far—less than 7¢.

Show your product—release your sales message—in a proven Buying Market. Let WGAL-TV get results for you!

A Steinman Station

NBC TV-Affiliate

Clair R. McCollough, Pres.

WGAL AM TV FM

Represented by:

ROBERT MEEKER ASSOCIATES Chicago • San Francisco • New York • Los Angeles

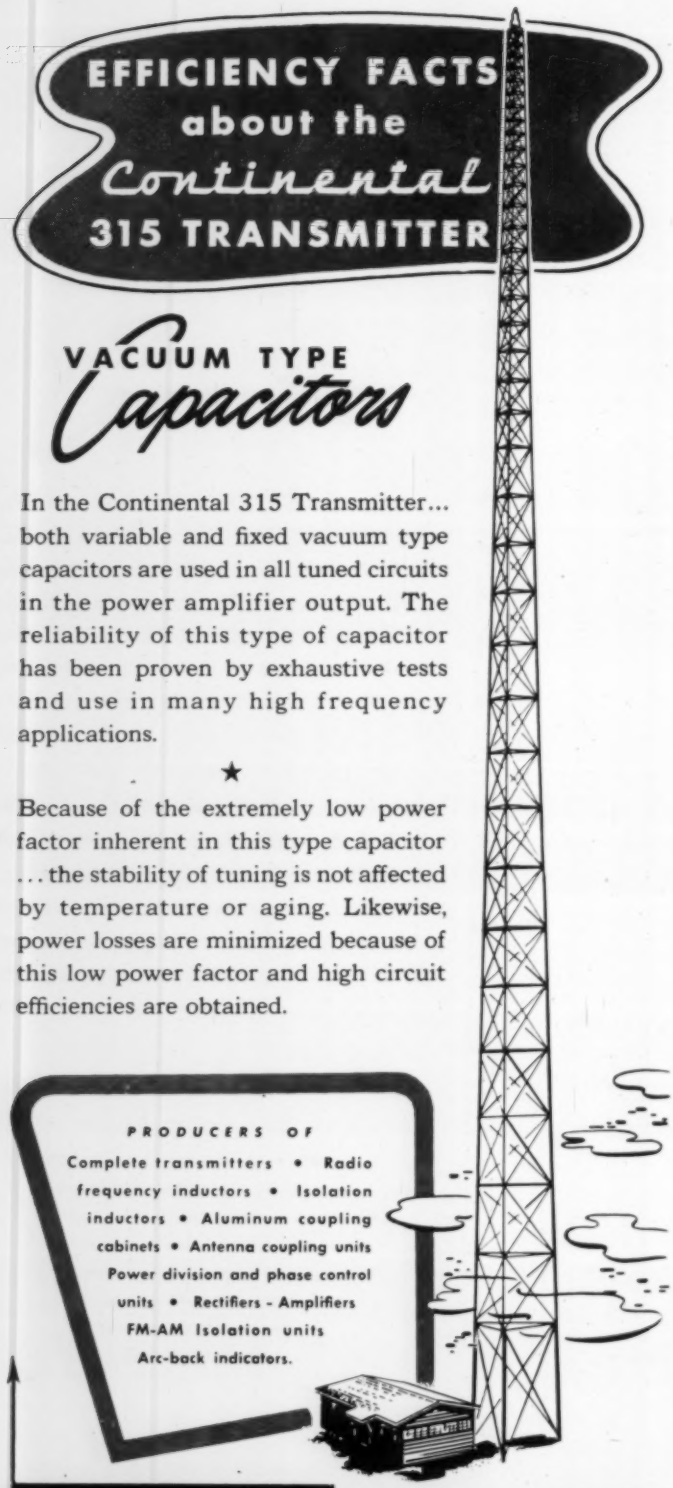
EFFICIENCY FACTS about the Continental 315 TRANSMITTER

VACUUM TYPE Capacitors

In the Continental 315 Transmitter... both variable and fixed vacuum type capacitors are used in all tuned circuits in the power amplifier output. The reliability of this type of capacitor has been proven by exhaustive tests and use in many high frequency applications.

★

Because of the extremely low power factor inherent in this type capacitor ... the stability of tuning is not affected by temperature or aging. Likewise, power losses are minimized because of this low power factor and high circuit efficiencies are obtained.



PRODUCERS OF

Complete transmitters • Radio frequency inductors • Isolation inductors • Aluminum coupling cabinets • Antenna coupling units Power division and phase control units • Rectifiers - Amplifiers FM-AM Isolation units Arc-back indicators.

CONTINENTAL ELECTRONICS MANUFACTURING CO.

New home of CONTINENTAL ELECTRONICS MANUFACTURING COMPANY

4212 S. BUCKNER BLVD DALLAS 10, TEXAS PHONE EVergreen 1137

BROADCASTING TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION

Published Weekly by Broadcasting Publications, Inc.

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WASHINGTON HEADQUARTERS

SOL TAISHOFF, *Editor and Publisher*

EDITORIAL: ART KING, *Managing Editor;* EDWIN H. JAMES, *Senior Editor;* J. Frank Beatty, Fred Fitzgerald, *Associate Editors;* Jo Hailey, *Makeup Editor;* Tyler Nourse, *Copy Editor;* Dave Berlyn, *Assignment Editor.* STAFF: Lawrence Christopher, John H. Kearney, Wilson D. McCarthy, John Osbon, Allen Riley. EDITORIAL ASSISTANTS: Kathryn Ann Fisher, Pat Kowalczyk, Doris Lord, Jean D. Statz, Keith Trantow; Gladys L. Hall, *Secretary to the Publisher.*

BUSINESS: MAURY LONG, *Business Manager;* Winfield R. Levi, *Assistant Advertising Manager;* George L. Dant, *Adv. Production Manager;* Harry Stevens, *Classified Advertising Manager;* Eleanor Schadl, Doris Orme; B. T. Taishoff, *Treasurer;* Irving C. Miller, *Auditor and Office Manager;* Eunice Weston, *Assistant Auditor.*

CIRCULATION AND READERS' SERVICE: JOHN P. COSGROVE, *Manager;* Roger K. Baer, Doris J. Buschling, Jonah Gitlitz, Grace Motta, Warren Sheets.

NEW YORK BUREAU 488 Madison Ave., Zone 22, *PLaza 5-8355;* EDITORIAL: Rufus Crater, *New York Editor;* Florence Small, *Agency Editor;* Pete Dickerson, *Assistant to New York Editor;* Gretchen Groff, Liz Thackston.

Bruce Robertson, *Senior Associate Editor.*

ADVERTISING: S. J. PAUL, *Advertising Director;* Eleanor R. Manning, *Assistant to Advertising Director;* Kenneth Cowan, *Advertising Representative.*

CHICAGO BUREAU 360 N. Michigan Ave., Zone 1, *CEntral 6-4115;* William H. Shaw, *Midwest Advertising Representative;* Jane Pinkerton, *News Editor.*

HOLLYWOOD BUREAU Taft Building, Hollywood and Vine, Zone 28, *HEmpstead 8181;* David Glickman, *West Coast Manager;* Ann August.

TORONTO: 417 Harbour Commission, EMpire 4-0773; James Montagnes.

BROADCASTING * Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING *—The News Magazine of the Fifth Estate. Broadcast Advertising * was acquired in 1932 and Broadcast Reporter in 1933.

* Reg. U. S. Patent Office

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Subscription Price: $7.00 Per Year, 25c Per Copy

We're Proud of
Ben Bagdikian

(But We Can't Say We're Surprised)

Ben Bagdikian is the reporter whose critical study of the "Pitchmen of the Press—Pegler, Pearson, Winchell and Fulton Lewis—won for the Providence Journal-Bulletin

The George Foster Peabody Award

(The George Foster Peabody Awards are designed to recognize outstanding and meritorious public service rendered each year.)

The citation said in part, . . . "to a brilliant young reporter Ben H. Bagdikian, who, in a series of lively articles, carried out the most exacting, thorough and readable checkup of broadcasts by Walter Winchell, Drew Pearson and Fulton Lewis Jr."

Naturally this pleases us. But we can't say we're surprised. For Ben Bagdikian is just one member—though a good one—of a first-class newspaper team. Day in and day out—mornings, evenings and Sundays—this team gives the people of Rhode Island a readable, realistic picture of their world, their nation, their state and city.

We don't say that all our reporters get citations, or that all our stories win medals. But we DO say that the combined efforts of this team have won for us the most important prize any daily newspaper can have—the interest and confidence of the people of our community.

PROVIDENCE JOURNAL-BULLETIN

Represented Nationally by WARD-GRIFFITH CO., Inc.

The Providence Journal **The Evening Bulletin** **The Providence Sunday Journal**

Radio Station WPJB

For the fifth consecutive year, Mister PLUS stands alone at the peak of the mountain called Sunday Afternoon.

Other networks get up into the foothills, but the view from the top is reserved strictly for Mutual clients.

And what a view!

More than twice as many actual listeners tuned to the Mutual Broadcasting System as to any other network...

Far more than double the homes-per-dollar

the difference is... **the MUTUAL broadcasting system**

delivered by any other network...

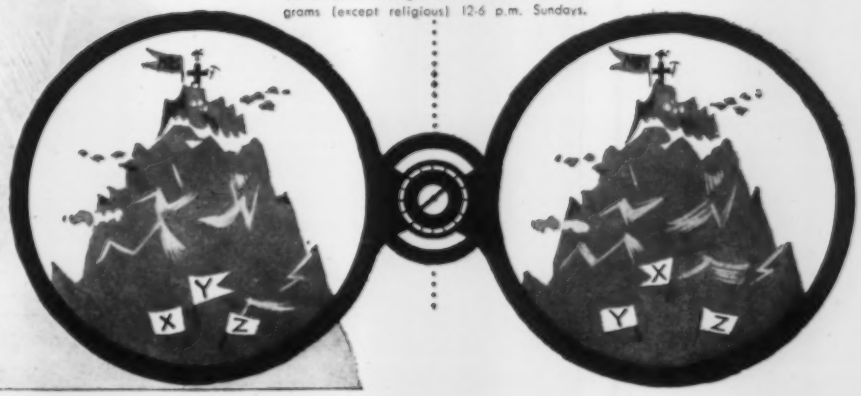
Yes, on Sunday afternoons, Mutual clients are getting the largest audiences in all network radio—at the lowest costs of all.

And there's room at the top for you!

the close up:

AVERAGE RATINGS		AVERAGE HOMES/$	
MBS	**7.3**	**MBS**	**319**
NETWORK X	3.0	NETWORK X	143
NETWORK Y	3.5	NETWORK Y	122
NETWORK Z	3.1	NETWORK Z	121

Source: Nielsen Radio Index—Oct. '50-Feb. '51 for ratings; Oct. '50-Jan. '51 for homes-per-dollar data. Averages for all commercial programs (except religious) 12-6 p.m. Sundays.



AN EGG IN YOUR BEER?

Yes, sir... coming up!

If you want more than just talk, talk, talk— if the success of your advertising campaign depends on extra promotion, extra merchandising, extra leg work at the point of sale . . . the Rocky Mountain Broadcasting System is your answer.

Ask General Mills; ask Miller Brewing Company; ask Purina Ralston — ask any one of many advertisers for whom we have done an an outstanding job. And ask . . .

GEO. P. HOLLINGBERY CO.

ABOUT THE

ROCKY MOUNTAIN BROADCASTING SYSTEM SALT LAKE CITY

SERVING ALL OF

UTAH • IDAHO • MONTANA • NEVADA

PRES. F. C. CARMAN . . . VICE PRES. S. JOHN SCHILE

agency

MORTIMER BERKOWITZ, general manager of *American Weekly* and *Comic Weekly-Puck* and officer of Hearst organization, to Grey Advertising, N. Y., as vice president and stockholder.

CHARLES H. LILIENFEID, account executive Schwimmer & Scott, Chicago, named vice president.

NEIL O'BRUEB, supervisor-writer Kenyon & Eckhardt, N. Y., named supervisor of all K & E radio and TV commercials.

EDWIN J. HUGHES appointed media director John W. Shaw Agency, Chicago. **DAVID E. GUERRANT,** Campbell-Ewald, Chicago, appointed copy director. **RALPH T. STEWART,** MacFarland-Aveyard, Chicago, named production manager.

E. F. PYLER appointed production manager Lannan & Sanders, Dallas.

FILMORE MANDL has bought Walter L. Rubens & Co., Chicago agency of which he has been vice president, and changed name to Filmore Advertising. **WALTER L. RUBENS,** former president of agency, to Al Paul Lefton agency, same city, as account executive.

on all accounts

ERNEST ALBIN JONES, vice president and head of the New York office of MacManus, John & Adams, Detroit, is a gifted young man who ran a trumpet into a vice presidency.

After a boyhood in Jamestown, N. Y., he took the trumpet to the U. of Michigan where he counterpointed his courses in English and economics with extra curricular sessions with school bands. Mr. Jones blew hot, and soon had lighted a fire of enthusiasm in school authorities that crackled into a varsity show featuring the band and managed by Mr. Jones.

The following year, when Pontiac put on a series of broadcasts called *Pontiac Varsity Show,* Mr. Jones, whose reputation had filtered north, was named the student assistant on the program. It was in that capacity that he met W. A. P. John, now chairman of the board of MacManus, John & Adams. Mr. John was so impressed with the young student that he promised him a job at the Detroit agency upon his graduation. However, when Mr. Jones did get his degree the depression had set in. Instead of going to work in the agency, he was offered a job with the *Chicago Tribune,* but the day before he was to leave for Chicago he received a much more lucrative offer from the *Polish Daily News* in Detroit. He became business manager of the paper and stayed with it for several months.

By that time Mr. John had an opening for Mr. Jones and invited him to join the agency. Mr. Jones did and was named production leg man on the Pontiac account. In 1941 he was appointed assistant account executive on the $2 million operation of Dow Chemical. Sometime later he became full account executive on Dow and remained in that position until 1946, when he was transferred to the Pontiac account as account executive.

Mr. JONES

In 1950 he was named vice president, and on Jan. 15, 1951, he became head of the agency's newly opened New York offices.

Currently the agency is planning a fall TV program for Pontiac. Other radio and TV accounts are Susquehanna Mills, Timken Works, maker of heating units, and Bendix Aviation Corp.

The Jones'—she is the former Marian Lois Wellman—have been married since 1939. They have three children, Biff, 9; Christine,

(Continued on page 89)

beat

Mr. Gerhold

PAUL GERHOLD, manager of research Dancer-Fitzgerald-Sample, N. Y., to Foote, Cone & Belding, N. Y., as director of research.

WILLIAM T. ADAMS, copy chief J. Walter Thompson Co., elected president of Copy Club of Los Angeles. **CHARLES E. LASHER**, Young & Rubicam Inc., Hollywood, named vice president. **ALBERT S. WHITE**, Mogge-Privett Inc., secretary-treasurer.

HENRIETTA SHARON AUMENT appointed public relations consultant Lindsay Adv. Agency, N. Y. She was director of magazine public relations for USO during World War II.

WILLIAM DRAGER, Fuller & Smith & Ross, N. Y., to Kenyon & Eckhardt, same city, in research division as account research director.

HARRISON DAVIS, partner Fielder, Sorensen & Davis, S. F., elected president of San Francisco Advertising Club. **ARTHUR M. ARLETT**, account executive West-Marquis Inc., S. F., elected vice president, and **MARY MULCAHEY**, S. F. County Medical Society, elected secretary.

CLAIRE SHERIDAN, DuMont Network, to J. Walter Thompson, N. Y., as program assistant on Kraft TV show.

NIKA STANDEN, New York *Herald-Tribune* staff, to Kenyon & Eckhardt, N. Y., in copy department.

PEGGY READ, personnel manager Young & Rubicam, S. F., returns to active duty with U.S. Air Force as captain. She is succeeded by **NORMA ROGIANI**, formerly with agency's contact department.

KIRBY CULVER, McCann-Erickson, N. Y., to Young & Rubicam, N. Y., as account executive.

KENNETH McKENZIE Jr., copy chief Neale Adv. Assoc., L. A., to plans and copy staff Martin R. Klitten Co., same city.

DOROTHY LAWRENCE, Young & Rubicam, N. Y., returns to Kenyon & Eckhardt, N. Y., in copy department.

MANSFIELD ADV. CLUB, Mansfield, Ohio, admitted to membership in Advertising Federation of America, as 99th senior club to join.

ALBERT J. DUBOIS, Petri Wine Co., S. F., to Brooke, Smith, French & Dorrance, Detroit, as merchandising manager.

BUDD HEMMICK, art director of *Good Housekeeping*, to Kenyon & Eckhardt, N. Y., as art director.

JOSEPH McNEILL, Merchandising Factors Inc., S. F., to A. Carlisle & Co., S. F.

FRANK M. LEONARD named director of public relations Federal Adv., N. Y. He was with Benton & Bowles, N. Y.

ANDERSON, SMITH & CAIRNS Ltd., Canadian subsidiary of Anderson & Cairns, N. Y., opens Toronto office at 50 King St. W., with **R. V. BIRTWHISTLE**, formerly of McKim Adv. Ltd., Toronto, as manager.

J. WALTER THOMPSON Co. opens new offices at 220 Miracle Mile, Coral Gables, Fla.

GRATTAN ENGLISH, production manager L. C. Cole Co., S. F., to E. A. Donahue Co., S. F., printers and lithographers. **JOHN PORTER**, Ryder & Ingrah Ltd., Oakland, will replace him.

EDWARD KLETTER, president Products Advertising Corp., N. Y., which produces DuMont's *Cavalcade of Bands* and *Cavalcade of Stars* for Drug Store Television Productions, is on three-week tour to set up promotional and direct point of sale tie-ins in cities in which shows are televised. **TED BERGMAN**, sales department of DuMont, and **BOB JAMESON**, DuMont's manager of station relations, are accompanying Mr. Kletter.

WALTER W. McKEE, vice president in charge of sales and merchandis-

(Continued on page 89)

Why don't YOU grab off this Lush Market...

while your competition is "vacationing"?

One year ago, "Sponsor" magazine killed off a sacred cow by adducing facts to prove that the sales opportunity in summertime radio is tremendously bigger than some people think.

Here are a few of "Sponsor's" findings:

1. **Only 4.3 percent of people are on vacation in any average week from May to September.**
2. **While at-home listening drops off somewhat (18% average), a 7% *increase* in away-from-home listening helps narrow the gap.**
3. **In summer, as in winter, radio is a habit that can be indulged (and is!) while people are doing other things.**

So here we are again on the threshold of another summer season. Why don't you take a practical advantage of some advertisers' prejudices and *be here with your product while your competitor isn't!* For information on good availabilities, call the nearest HOLLINGBERY representative.

Incidentally:

No other station in Rochester comes within miles of WHAM's coverage of the rich city-and-rural Western New York market.

WHAM

The Stromberg-Carlson Station
Rochester, N. Y.

Basic NBC—50,000 watts—clear channel—1180 kc

GEORGE P. HOLLINGBERY COMPANY, NATIONAL REPRESENTATIVE

Crystal Ball

EDITOR:

Will you please [advise] your latest estimate on the number of television sets which will be in use as of Jan. 1, 1952.

Arthur C. Beck Jr.
Director of Research and Media
Lindsey & Co. Inc.
Richmond, Va.

[EDITOR'S NOTE: The Radio-Television Mfrs. Assn. estimates that 5-6 million TV sets will be produced this year. Add those to the 9.8 million sets that BROADCASTING • TELECASTING estimated were in use as of last Jan. 1, and the total TV set distribution as of Jan. 1, 1952, would appear to be between 14.8 million and 15.8 million, assuming that all production is marketed.]

* * *

Art For Whose Sake?

EDITOR:

As a commercial broadcaster who has been made to wince under scathing, but non-constructive criticism at the hands of educational broadcasters, may I respectfully suggest to them and their partisans that they abandon the tactics which have caused their commercial brethren to stay away from the Institute for Education by Radio in ever-increasing numbers year by year . . .

After talking with many of the educational broadcasters here in Columbus last week, I was amazed to find so many in agreement with my thoughts. I got the impression that the many are being led by a few "empire builders" who would love to use public or endowed funds to create an "arty" TV atmosphere with no listeners or viewers and therefore no education or public service. . . .

If our house needs cleaning we're going to require constructive and specific criticism from the educators. In their fight for 500 TV channels, I detect motives far from public interest. In many cases, perpetuation of a threatened dynasty could be one.

Bert Charles
General Manager
WVKO (FM) Columbus, Ohio

* * *

open mike

Less Than Met Our Eye

EDITOR:

I would like to criticize some of your reporting in your issue of May 7. On page 24, left hand column, you have an item with a very erroneous heading, namely "RCA-Victor Buys 7 Half-Hours on NBC." If you read the article, you will find that what they actually did was to buy two half-hours and five participating announcements. I ain't mad—just want to get the records straight.

Hugh A. L. Halff
President & Treasurer
WOAI San Antonio

[EDITOR'S NOTE: Thanks to sharp-eyed Mr. Halff for seeing through an official NBC description of the RCA-Victor contract. Five participations in NBC "Tandem Plan" shows do not add up to five half-hours, no matter how you agitate the comptometer.]

* * *

Chain Letter

EDITOR:

Perhaps it is true, as some broadcasters claim, that manufacturers are not making enough FM-tunable receivers. However, it appears to me that maldistribution is the cause of insufficient FM receivers in some sections and oversupply in others.

If such is the case I offer my services gratis in bringing together the "haves" and "have-nots." If FM operators will let me know the status of their localities I will issue a bulletin from time to time for the purpose of getting FM sets where they can be sold and moving them from areas where they are collecting dust . . .

The above address [157 Church St.] will serve as headquarters for the "FM Maldistribution Correction Center."

Sol Chain
Vice President & General Manager
WBIB (FM) New Haven, Conn.

* * *

Spend To Earn

EDITOR:

What seems to have started this whole business of rate cutting is that some networks are so anxious to steal business from competitive networks that they will make astonishing and thinly-veiled rate concessions. New radio advertisers are not being created.

The solution is to bring new radio advertisers into the fold.

Let's assume that a network sets out to sell A&P. Suppose that the network has figured out that A&P should buy four daytime 15-minute strips, presumably non-contiguous strips at contiguous rates. For the sake of this example, let's assume that the annual time cost was to be $2 million and talent cost $1 million. Out of that $2 million time cost, the network would probably pay stations $600,000, and other direct costs to the network might be $400,000. This would

Lessons In Leadership

For twenty years, the Reeves Soundcraft name has been synonymous with leadership in sound recording media. Such leadership, while it carries great prestige and satisfaction, also imposes obligations and responsibilities.

The lessons in leadership we have learned are these:

REEVES Soundcraft CORP.

10 East 52nd Street, New York 22, N. Y. Export—Reeves Equipment Corp., 10 East 52nd Street, New York 22, N. Y.

leave an annual mark-up of $1 million.

The network might decide that the way to crack the A&P account would be to assign to that one sales problem a task force comprising a director, a sales manager plus 25 salesmen, a couple of promotion men, a couple of research men and miscellaneous clerical help. The annual cost of such a task force might well be $400,000, and it might be felt the target could be reached after two years of solicitation.

Since the network would have spent $800,000 on the solicitation, and since it would be willing to forego its mark-up during the "in the red period," it's apparent that it would break even on this account after the first nine months. From that point onward, the deal would be worth $1 million to the network, less a moderate sales and service expense.

An account like A&P is like a hydra-headed monster; you have to attack all the heads at the same time. The network would have to do a great deal of sales digging out in the field. The network that had a really valuable service to offer A&P and sold it to them through a large-scale, integrated, organized attack would have a much better chance of making a *good sale* than it would under existing sales methods which just skim over the surface and pick up the easy orders.

The key advantages of this method of operation are:

1. It results in applying maximum pressure where maximum pressure is required—new business.

2. It results in getting added business.

3. It has a great tax advantage. The network could "buy" new business partly at Uncle Sam's expense since the cost of "buying" it is an expense instead of a capital item.

When I heard various estimates of how many million dollars the recent network rate reductions could cost the networks, I couldn't help wondering what would happen if that kind of money were to be poured into an "in the red operation" to bring new advertisers into the fold.

Murray Carpenter
Co-owner & Gen. Mgr.
WABI Bangor, Me.

[EDITOR'S NOTE: Mr. Carpenter speaks with experience in both buying and selling radio time. Before becoming a broadcaster he spent 12 years with Compton Adv.]

C. L. Eshleman

CHARLES L. ESHLEMAN, 69, co-founder of the Griswold-Eshleman advertising agency, Cleveland, died last Monday in Cleveland. He had retired from active work in the firm in 1947. Surviving are his widow, Mrs. Lilian Eshleman, and a daughter, Mrs. Herbert Schwartz, of Cincinnati. The firm was founded 38 years ago.

Milestones

► JOSEPH M. SEIFERTH, regional vice president of Liberty Broadcasting System's central division in Chicago, last Monday observed his 25th year in radio — and his 34th birthday. Mr. Seiferth, when he was nine years old, started working as an actor on WSMB New Orleans. He continued through high school and Tulane U. as director of the Radio Players, and then became audience promotion manager of WJZ (ABC) New York. He also headed his own television production firm in New York. He has been with Liberty since January.

Mr. Seiferth

► Western Slope Broadcasting Co., Grand Junction, Col., this month enjoys a double anniversary. On May 13, KGLN Glenwood Springs marked its first birthday. May also is the 25th anniversary of the founding of KFXJ Grand Junction, parent station of the company. KFXJ offered its first broadcast May 1, 1926, from Edgewater, Col. It was then only a 10 w portable unit, home constructed by Rex Howell, early wireless experimenter, who now serves as president of the company.

► KFSD San Diego last month celebrated its 25th year on the air. To mark the occasion, NBC aired a special program featuring Robert Armbruster and his orchestra and Larry Cotton, Evelyn Lynn, vocalists.

► WSPD Toledo's *Two Henry's and Gene*, aired for 1,352 Sundays, is now entering its 27th year. For 24 years the program has been sponsored by the Abele Funeral Home. The second generation of the Abele family is now sponsoring the show.

► WSPR Springfield, Mass., ABC affiliate, will mark its 15th anniversary June 3. Station was founded by Quincy A. Brackett, president, and Lewis B. Breed, treasurer.

► WWNY Watertown, N. Y., has celebrated its 10th birthday anniversary. Celebration included a

(Continued on page 81)

In Quality The craftsmen using Reeves Soundcraft products know they are the best, we can give them nothing less. The leader cannot compromise on quality.

In Development Reeves Soundcraft has pioneered in the development of many new devices and methods applicable in the sound recording field. Our laboratories are years ahead of our production facilities—and always will be so long as we choose to lead.

In Pricing Reeves Soundcraft recognizes it cannot command a premium in price for its products merely because it is an acknowledged leader. We endeavor to produce custom-type products at mass production prices.

REEVES—TWENTY YEARS OF LEADERSHIP IN SOUND ELECTRONICS

Filter tubes • Recording tape and discs • Styli • Electronic accessories

There is a "strip" available on my show . . . A spot every day, **Monday through Friday on WRC,** from 12:30-1:30 PM.

It's a **sweet time location** with a string of success stories from here to there. I've never tried to kid a listener or a client . . . this availability will not be open very long. I'm proud to say that spots just don't stay open on my show.

Pick up your 'phone, Mr. Time Buyer, and **call National Spot Sales, or** you might want to ring **Mal Glascock, WRC Sales Manager,** here in Washington . . . It's **the Gene Archer Show!**

YOUR BEST BUY IS IN THE NATION'S CAPITAL

FIRST in WASHINGTON
WRC
NBC
5,000 Watts • 980 KC
Represented by NBC SPOT SALES

feature of the week

"NAME the Program."

That was the title of a promotion contest conducted by WSBA York, Pa., which station officials hoped would create a ripple of interest in the community. Even they were happily amazed at the tidal wave of enthusiasm it created.

The "Name the Program" contest was the idea of Ethel Grey, new WSBA director of women's programs. The contest was designed for a new 11:18 a.m. program, which is beamed at housewives and the community in general.

A local firm, Bear's Dept. Store, was approached. Bear's not only liked the idea, it provided prizes, shared newspaper and movie-trailer publicity, presented a fashion show tie-in and furnished premises for the prize awarding ceremonies.

Heavy listener response was immediate. Hundreds of entries flowed in throughout the 3½ weeks of the contest. On the day that the prizes were awarded 800 persons were jammed into the store cafeteria to see the ceremonies.

Ethel Grey is shown interviewing one of the judges. Behind them are two other judges. The contest winner is at left.

* * *

As many more heard the program on other floors through a store-speaker tie-in.

Some say that it was the biggest promotion stunt ever attempted in York by either WSBA or Bear's.

Oh yes! The entry winning first prize termed the program, the *11:18 Local.*

Some agencies and advertis
have been unwittingly turning up
the wrong answers through metho
of interpreting B M B figure
which fail to eliminate the freque
misleading *popularity factor.*

This organization has develo
a method of using B M
figures which keeps the record
straight on this important point
—and is therefore uniformly fair
to all types of stations, whethe
NBC, CBS, ABC, Mutual
or Independent.

We will welcome
opportunity to demonstrate
the value and soundnes
of this meth
to agencies and
advertisers anywhe

Adam Young Inc.
RADIO STATION REPRESENTATI
22 EAST 40th STREET • NEW YORK 16, N
NEW YORK • ST. LOUIS
CHICAGO • LOS ANGELES • SAN FRANCIS

strictly business

Mr. MORSE

"BASEBALL and Palm Beach suits both mean the warm weather season to millions of Americans. Therefore, it was natural that our thoughts should turn to baseball when they turned to television as a Palm Beach ad medium in '48 and scored a 'first' in advertising circles."

This advertising philosophy is a fundamental with Albert L. Morse, vice president in charge of advertising for the Palm Beach Co., Cincinnati, manufacturer of suits made from fabrics by Goodall-Sanford Inc. And today Palm Beach expends about $750,000 annually on TV and other media.

Add to this wisdom the company's deep interest in cooperative advertising and you have the basis for an association that may well become as much a byword as baseball and hot dogs or soda pop.

Mr. Morse, who also is a vice president of Goodall-Sanford and who headquarters at Palm Beach's New York branch office, realized four years ago that Palm Beach retailers would look to television, although high programming costs conjured visions of a major stumbling block.

Two thoughts came to Mr. Morse and appeared to resolve the obstacle. One was that film prints distributed to dealers could be amortized in cost over hundreds of stores similar to elaborate newspaper mats. The other prompted the Palm Beach executive to turn to his old friend and neighbor, Waite Hoyt, the Cincinnati sportscaster.

As the plan unfolded, Mr. Hoyt toured Florida baseball training camps with Jack Solomon, Palm Beach's film producer, and together

(Continued on page 82)

HOOPER PROVES*

THAT YOU'RE RIGHT WHEN YOU BUY

KRNT *TO SELL*

IOWA'S RICHEST MARKET

THESE KRNT PERSONALITIES

Don Bell, disc jockey—13.9 (53.8%)

Gene Emerald, disc jockey and singer — 12.7 (53.2%)

Russ Van Dyke, newscaster—15.5 (57%)

Smokey Smith, western disc jockey and singer —12.1 (36.3%)

Al Rockwell, late-evening disc jockey — 3.1 (39%)

Al Couppee, sportscaster —12.2 (36.7%)

RACK UP THESE ASTRONOMICAL HOOPERS

Charles McCuen, newscaster—12.8 (70%)

Gordon Gammack, ex-war correspondent and newscaster—14.3 (49.7%)

Bill Riley, "Money Man" —9.1 (35.7%) . . . "Hey Bob Show" 15.7 (66.1%)

MORNING 19 firsts (1 tie) and 3 seconds out of 22 rated periods.

AFTERNOON 16 firsts and 6 seconds out of 24 rated periods.

EVENING 25 firsts and 12 seconds out of 56 rated periods.

LATE EVENING 7 firsts and 1 second out of 8 rated periods.

SUNDAY AFTERNOON 7 firsts and 3 seconds out of 12 rated periods.

SATURDAY DAYTIME 14 firsts (1 tie) & 3 seconds out of 20 rated periods.

KRNT Leads Morning, Afternoon, and Evening

KRNT scores THREE times more "wins" than the runner-up, and more "wins" by far than all 5 other Des Moines stations COMBINED! And look here: Any KRNT quarter-hour newscast out-Hoopers any newscast on any other station in Des Moines! (*C. E. Hooper Audience Index, Oct. '50 through Feb. '51). *Give a KATZ Man a call for the fabulous facts about this "Know-How, Go-Now!" station.*

BUY THAT... Very highly Hooperated, Sales results premeditated, ABC affiliated Station in Des Moines!

KRNT

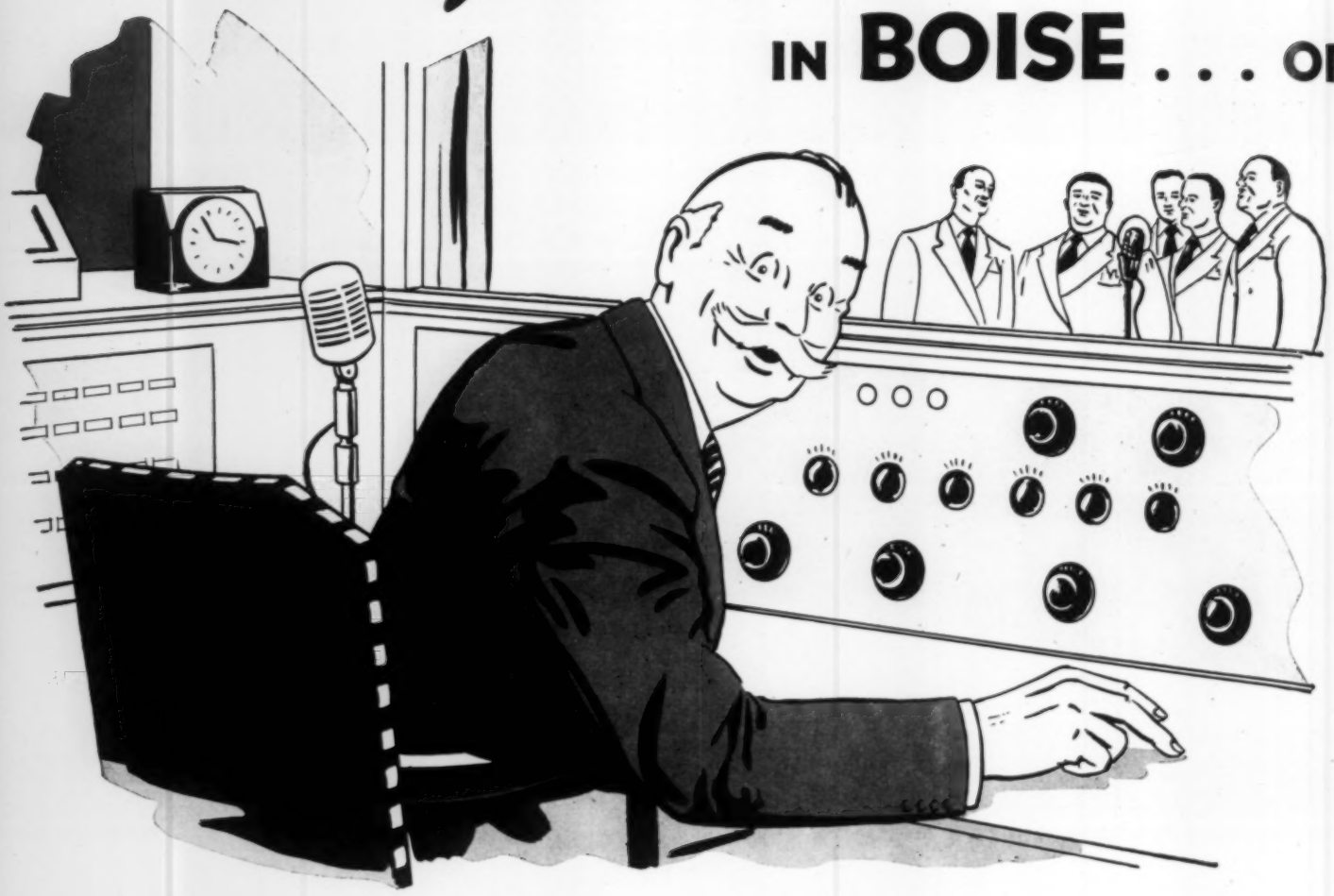
DES MOINES.

THE REGISTER AND TRIBUNE STATION

Represented by THE KATZ AGENCY

Want a Good Show

IN BOISE . . . OR N



Scarce as good time and program availabilities are today, hardly a week ever goes by in which F&P doesn't have at least a few *top* opportunities in the important markets listed at the right. Over a period of time, we can help you build such a choice selection of high-rated, low-cost *programs* that you may wonder why you ever even considered mere announcements.

Talk it over with F&P, and let us do some *digging* for you. That's the way we *like* to work, here in this pioneer organization of radio and television station representatives.

FREE & PETERS, INC.

Pioneer Radio and Television Station Representatives

Since 1932

NEW YORK CHICAGO

ATLANTA DETROIT FT. WORTH HOLLYWOOD SAN FRANCISCO

MINNEAPOLIS–ST. PAUL?

EAST, SOUTHEAST			
WBZ-WBZA	Boston-Springfield	NBC	50,000
WGR	Buffalo	CBS	5,000
WMCA	New York	IND.	5,000
KYW	Philadelphia	NBC	50,000
KDKA	Pittsburgh	NBC	50,000
WFBL	Syracuse	CBS	5,000
. . . . .			
WCSC	Charleston, S. C.	CBS	5,000
WIS	Columbia, S. C.	NBC	5,000
WGH	Norfolk	ABC	5,000
WPTF	Raleigh	NBC	50,000
WDBJ	Roanoke	CBS	5,000
MIDWEST, SOUTHWEST			
WHO	Des Moines	NBC	50,000
WOC	Davenport	NBC	5,000
WDSM	Duluth-Superior	ABC	5,000
WDAY	Fargo	NBC	5,000
WOWO	Fort Wayne	NBC	10,000
KMBC-KFRM	Kansas City	CBS	5,000
WAVE	Louisville	NBC	5,000
WTCN	Minneapolis-St. Paul	ABC	5,000
KFAB	Omaha	CBS	50,000
WMBD	Peoria	CBS	5,000
KSD	St. Louis	NBC	5,000
. . . . .			
KFDM	Beaumont	ABC	5,000
KRIS	Corpus Christi	NBC	1,000
WBAP	Ft. Worth-Dallas	NBC-ABC	50,000
KXYZ	Houston	ABC	5,000
KTSA	San Antonio	CBS	5,000
MOUNTAIN AND WEST			
KDSH	Boise	CBS	5,000
KVOD	Denver	ABC	5,000
KGMB-KHBC	Honolulu-Hilo	CBS	5,000
KEX	Portland, Ore.	ABC	50,000
KIRO	Seattle	CBS	50,000

book reviews

SUCCESSFUL RADIO AND TELEVISION ADVERTISING. By E. F. Seehafer and J. W. Laemmar. New York: McGraw Hill Book Co. Inc. 574 pp. $6.50.

AN ILLUMINATING, comprehensive text which combines the academic with the practical, *Successful Radio and Television Advertising* is designed to explain the basic precepts of radio-TV advertising and "to instill a better appreciation and understanding of the American system of commercial radio." Co-authors are J. W. Laemmar, J. Walter Thompson Co., Chicago, and E. F. Seehafer, assistant professor of advertising, U. of Minnesota.

Included are special topics heretofore only touched on in similar texts: Selling time, measuring sales effectiveness, building an audience, merchandising radio-TV, evaluating radio and television circulation and regulating advertising on the air. Thorough coverage is implemented with an analysis of media tools through actual campaign follow-throughs. Over 100 industry specialists contributed suggestions for the work.

Early chapters are devoted to an explanation of the American commercial system; radio-television network and station operations; coverage and circulation methods, described as "basic knowledge" to advertisers; makeup of audiences, with accompanying surveys; live talent; function of transcriptions.

Spot advertising also is covered in detail, with the statement that this field now represents a $100 million business and continues to expand each year. A section on commercial radio-TV writing takes note of "Dos and Don'ts of Copy Writing" as interpreted through the 1945 Joske study, and the NARTB formula for retail copy. The authors observe that "television is still an infant industry . . . it offers innumerable unexplored ideas, gimmicks and devices for commercial treatment." They offer a similar list of suggested "guideposts."

Program preferences and sponsor identification also receive substantial treatment in the book, with recognition of three basic factors: The listener, the sponsor and the timebuyer. Authors recommend pretesting of new programs before the advertiser contracts for sponsorship, and offer steps designed to build high product identification.

A special chapter deals with various methods and rating organizations, complete with tables and selected reports. Other sections treat these subjects: Radio-television production and direction; the advertising agency role, including timebuying; retail and national radio-TV advertising; and a summary of the "New Advertising Medium." Also included as appended data are a timing table for radio commercials and the KYSM Mankato, Minn., BMB report.

* * *

THE STORY OF THE FIRST TRANSATLANTIC SHORT WAVE MESSAGE. By The Radio Club of America Inc. New York: 11 West 42d St. 78 pp. $1.

CALLED a collector's item, this story of an historic milestone in radio pioneering has been made available by the Radio Club of America Inc. It is a special commemorative issue of club's proceedings.

Collaborating on the detailed record were John F. Grinan, Ernest V. Amy, Edwin H. Armstrong, George E. Burghard, Minton Cronkhite and Walter P. Inman, all active in the 1921 feat of demonstrating the use of shortwaves for long-distance radio communication.

* * *

NBC HANDBOOK OF PRONUNCIATION. Compiled by James F. Bender, Ph.D. New York: Thomas Y. Crowell Co. 372 pp. $4.50.

A REVISED and expanded edition of a first work, also prepared by Dr. James F. Bender under commission from NBC, this new *NBC Handbook of Pronunciation* contains 15,285 hard-to-pronounce words with their spelling changed to represent pronunciation and also with phonetical spelling. It runs from Aachen (AH k'n) to zyme (zighm) and includes some of the most difficult tongue twisters an announcer is apt to encounter. Pat Kelly, NBC supervisor of announcers, wrote the foreword.

* * *

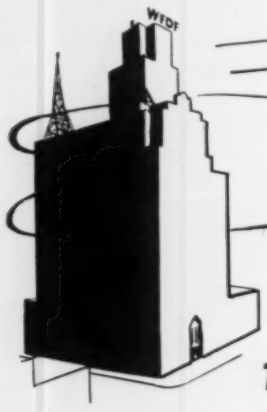
DISC-JOCKEY SHOWMANSHIP. Edited and published by Ben J. Murray. New York City. 448 pp.

THIS reference handbook, *Disc-Jockey Showmanship*, to be published June 1, will serve as a radio-TV promotion encyclopedia. It contains more than 4,000 radio listener ideas, fan-mail "gimmicks," audience-building techniques, program promotion devices, exploitation stunts and important data and showmanship practices covering every level of disc-jockey procedure.

* * *

TELEVISION PROGRAMMING AND PRODUCTION. By Richard Hubbell. New York: Rinehart & Co. 240 pp. $4.50.

THIS is a second edition, revised and expanded, of the volume first published in 1945, which in the intervening years has become established as one of the few books which are required reading for anyone considering a career in video programming. The book is particularly valuable for the student or newcomer in television, as it devotes as much attention to the "whys" of TV, what sort of a communications medium it is and how it differs from the theatre, radio and motion pictures, as to the "how-to-do" explanations of the basic TV program operations.



Car Registrations UP 20.6%
(over first quarter - 1950)

Retail Sales UP 30%
(over first quarter - 1950)

Building Permits UP 288.3%
(over March - 1950)

That's the story from fabulous FLINT!

It's a story based on this theme: *Flint wages were 32% above the national average last year!* The people of Flint have the money; they're willing to spend!

SALES COME FAST
IN THE RICH FLINT MARKET!

. . . and leading the way in coverage, listenership, and sales stimulation is Flint's First Station*—WFDF! Let Flint hear your sales message. It's sure to, over WFDF!

WFDF—one of America's pioneer stations—*29 years old May 25th.*

Sell where the money is FLINT!

* See your latest Hooper

WFDF
910 KC
WFDF
FLINT MICH.
AMERICAN BROADCASTING COMPANY
REPRESENTED BY
THE KATZ AGENCY

Associated with: WOOD Grand Rapids—WFBM Indianapolis—WEOA Evansville

This advertisement is the 14th in a series of messages on Inflation appearing in 425 newspapers and leading farm magazines. The Institute believes that Inflation can really be checked only when the public understands its cause and accepts its cure.

We are in a state of Emergency. We must build our military strength—and at the same time we must keep our economy strong for the long pull. Inflation bleeds both!

Controls can help "hold the line" —but they can't cure Inflation!

Just because controls have been ordered by the Government, does not mean we can now afford to sit back and think there's nothing we *individually* need to do to check Inflation. Far from it!

To win the battle against Inflation, every one of us must take a *personal part*. And let's not forget that if this battle is lost, every one of us will suffer.

What can each one of us do to lick Inflation?

1. All of us can help our Government make controls effective by holding the line on prices. Controls may not be pleasant—"good medicine" often has a bitter taste. Controls are helpful as a "stopgap"—until America's production has a chance to catch up with demand.

2. Production is one basic weapon against Inflation. When we produce enough goods to meet the demand, prices should stop going up. So everything we personally can do to help "get the job out" helps keep Inflation from striking at us.

3. Save all we can, every way we can. By saving, we take money out of competition for scarce goods. We make money available for more production, and build a reserve for our future needs to be spent in more normal times.

4. Buy only for basic and immediate needs. We must prevent bidding against each other for goods which are in short supply.

5. Support "pay-as-you-go" taxation. Tough as it is to pay more taxes, they help us keep the economy of the Nation strong which is vital for the long pull.

6. If we want to save on taxes as well as help check Inflation, let's let our representatives in government (Federal, State and local) know that—while we support strong defense—we also support their efforts to cut *all* spending that can possibly be cut. The time to speak up is right *now!*

The Sixth Column Enemy—Inflation—must certainly be checked at all costs. The military and economic strength of the country—and the value of the dollars you have saved—demand it.

This message is one of a series on Inflation brought to you by the life insurance companies and their agents in the interest not only of keeping America strong but also of protecting the purchasing power of the dollars of the 83 million policyholders in this country today.

Institute of Life Insurance 488 MADISON AVENUE, NEW YORK 22, N. Y.

new business

Spot • • •

CHARLES L. RUMARILL & CO., Rochester, placing spot schedule on all radio and TV stations in Pennsylvania for introductory campaign on behalf of Great Western sherry.

ZIPPO MFG. CO., Bradford, Pa. (windproof pocket and table lighters), launches campaign including use of leading TV stations in 30 key cities throughout country. Twenty-second spots to be aired regularly throughout spring. Agency: Geyer, Newell & Ganger, N. Y.

R & H BEER, N. Y., effective June 5 places *Battle of the Boroughs*, Louis Cowan package, on WCBS-TV New York. Show may be placed with other brewers in TV markets. Agency: Sullivan, Stauffer, Colwell & Bayles, N. Y.

HOUSEHOLD FINANCE CORP., Chicago, may expand TV spot program schedule after 13-week test. Program, *Royal Playhouse*, now on WOW-TV Omaha. Agency: Needham, Louis & Brorby, Chicago.

DORMIN INC., N. Y. (sleeping capsules), started spot radio campaign, 52 weeks, using one market, New York, but will expand rapidly to other areas. Agency: Dowd, Redfield & Johnstone, N. Y.

G. N. COUGHLAN Co., West Orange, N. J. (Chimney sweep, Pantastic and De-Moist) launching an eight-week television spot campaign June 25. New York and Chicago stations will be used. **Robert Brenner**, radio and TV director Lewin, Williams and Saylor, N. Y., is supervising purchase of the spots.

MUTUAL LIFE INSURANCE Co. N. Y., releasing fourth series of 15-minute recorded health programs, free to stations, with recommendations that its field representatives purchase spot or participating announcements on stations carrying shows. Series includes 14 programs, bringing to 54 the number now being offered by company.

McLARENS Ltd., Hamilton (food products) starts musical quiz shows on major market Canadian stations and spot announcements on 38 Canadian stations. Agency: Stevenson & Scott Ltd., Toronto.

LIC RICH Co., N. Y., (licorice flavored soft drink, ice cream and frozen stick) names Hutchins Adv. Co., N. Y., to handle advertising, marketing and merchandising. **James Burton**, former manager of agency's Hollywood office, will serve as account executive. Product and advertising will be launched nationally within the next 60 days. Radio and TV will be used in introductory campaign.

Network • • •

LEE PHARMACAL Co., Beverly Hills, Calif. (Shadow Wave home permanent) May 7 started *Chet Huntley & the News*, Mon., Wed., Fri., 5:30-5:45 p.m. (PDT) and on May 8 *The Frances Scully Show*, Tues., Thurs., 1-1:15 p.m. (PDT) on 13 ABC California stations. Both contracts 52 weeks. Firm May 12 started for 13 weeks, on alternating week basis, sponsoring second feature film of *Saturday Movie Night* and *Sunday Night Feature* move on KECA-TV Hollywood. Placed direct.

BREWING CORP. of AMERICA, Cleveland, Ohio (for Carling's Ale) was to sponsor exclusive TV coverage of Belmont Park's Metropolitan Handicap over NBC-TV last Sat., 4:15 p.m. NBC radio also was to cover, and NBC-TV to cover a preliminary race at 3:30 p.m. Agency: Benton & Bowles, N. Y.

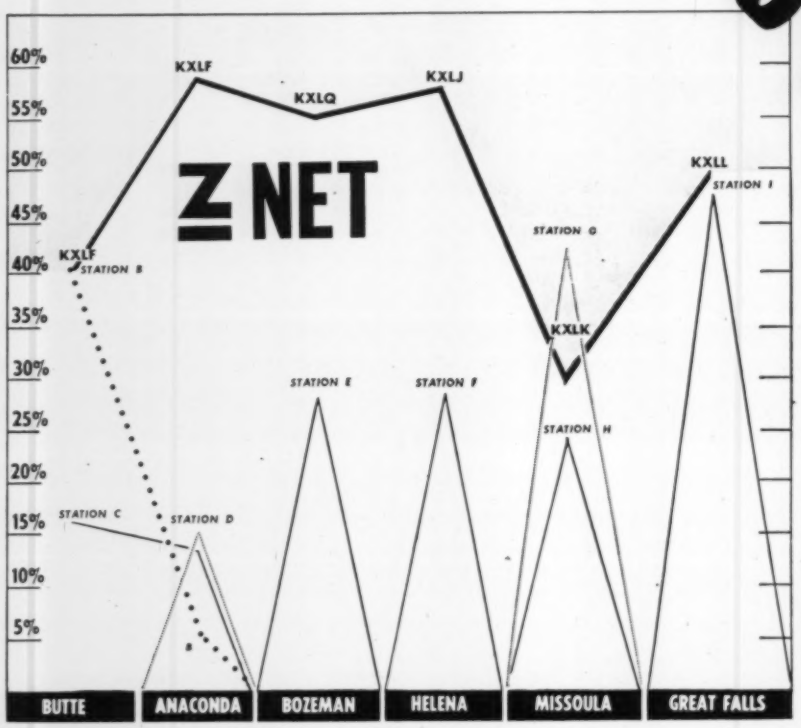
NASH-KELVINATOR CORP., Detroit, June 9, starts *Paul Whiteman TV Teen Club* show on ABC-TV, Saturday, 8-9 p.m. Agency: Geyer, Newell & Ganger, N. Y.

ADMIRAL CORP. Chicago, renews *Lights Out*, NBC-TV, Mon. 9-9:30 p.m., for 52 weeks effective July 2, without summer hiatus. Agency: Erwin, Wasey & Co., N. Y.

SIGNAL OIL CO., L. A., June 3 renews sponsorship of **The Whistler** on 19 Columbia Pacific stations plus one station in Eureka (Calif.),

(Continued on page 81)

COMPARATIVE SHARE OF AUDIENCE IN 6 MONTANA CITIES



Day and Night

Percentages shown in this graph are based on BARROMETER surveys for January-February, 1951 for 6 Montana Cities.

Monday through Friday average listening 6:00 A.M. to 11:00 P.M. Averages for stations signing on after 6:00 A.M. or signing off earlier than 11:00 P.M. are based on actual time on the air.

Complete Coverage on Z Net (with a single contract) . . . a better buy!

1 announcement	$17.00
¼ hour	40.00

Stations B, D, E, F, G, I . . . (maximum competitive coverage)

1 announcement	$ 41.06
¼ hour	133.00

Stations C, D, E, F, H, I . . . (minimum competitive coverage)

1 announcement	$ 44.11
¼ hour	147.00

The Z Net, when purchased in combination with other XL Stations (KXL-Portland) (KXLY-Spokane) of the Pacific Northwest is procurable at a lower rate than even the low rate quoted above.

Pacific Northwest Broadcasters

San Francisco Los Angeles

The Walker Co.

New York Chicago

What's Louisville Got-

BESIDE

The Kentucky Derby?!?

The Louisville Metropolitan Area ranks 28th in America.

WAVE has a Daytime BMB Audience of 238,490 families. Its BMB Area has an Effective Buying Income of more than one-and-a-half billion dollars*—*or 66.4% as much as the entire State of Kentucky!*

WAVE-TV was first in Kentucky by more than a year . . . is now a third-year veteran, preferred by the majority of the 86,782 TV set-owners in and around Louisville. WAVE-TV is Channel 5 . . . features outstanding local programming as well as NBC, ABC and Dumont.

Ask Free & Peters for the whole WAVE story, *today!*

***Sales Management Survey of Buying Power, May 10, 1950*

WAVE AM TV

WAVE* has a Daytime BMB Audience of 238,490 families in Kentucky and Southern Indiana. This area has an Effective Buying Income of $1.67 billion, as against $2.51 billion for the entire State. The Effective Buying Income within WAVE's Daytime BMB counties is 151% of the Income in those Kentucky counties in which WAVE does NOT have a BMB audience!

***The WAVE-TV Coverage Area contains 256,400 families.**

LOUISVILLE

FREE & PETERS, INC.
Exclusive National Representatives

BALTIMORE'S BIGGEST BARGAIN BUY!

When you buy radio, you're buying results—you're not buying rates. WITH's rates are low . . . 'way low! And WITH's audience is big . . . big and responsive! This means that WITH delivers more *buying* listeners-per-dollar than any other television or radio station in town—and better results. This means that WITH is BALTIMORE'S BIGGEST BARGAIN BUY! When you want to do a big job in Baltimore—for a little bit of money—see your Headley-Reed man and buy WITH—the big independent with the big audience.

The Results station

WITH

BALTIMORE, MD.

BROADCASTING
TELECASTING

Vol. 40, No. 21 WASHINGTON, D. C., MAY 21, 1951 $7.00 A YEAR—25c A COPY

NETWORKS' STAND DEMANDED

Affiliates Take Action

By RUFUS CRATER

THE RADIO-WIDE Affiliates Committee to hold the rate line moved last week to establish itself permanently, called upon the networks to say publicly where they stand on radio as a medium, and asked the radio-baiting Assn. of National Advertisers for a chance to sit down and explore the whole question jointly and intelligently.

As it acted, the committee received support from a new quarter while being rebuffed from another.

The blow—expected and long awaited—was an announcement by ABC on Friday that it will reduce its radio time costs by 15% between 1 p.m. and 10:30 p.m.

The support came from the National Assn. of Radio & Television Station Representatives, which set up a committee—upon authorization of the membership—to confer with Affiliates Committee Chairman Paul W. Morency, WTIC Hartford, on ways by which NARTSR can cooperate "in combatting further inroads on radio's price structure."

The Affiliates Committee's letter to ANA was offered as "a declaration of interdependence" between advertisers and stations, pointing out that "you really don't want to put us out of business because, as we both know, radio does such a tremendous job in moving merchandise for you." The committee appealed to the advertisers' "intelligent self-interest," and asserted that "only together can we make (radio's) greater usefulness a reality."

NBC Participants

Elsewhere on the rate front, NBC announced the station and network representatives who will participate in the basic economic study of network radio which it projected simultaneously with its rate-cut disclosure [BROADCASTING • TELECASTING, May 7].

In another move in the network radio field, NBC eliminated network sustaining programming between 8:15 and 10 a.m. and between 6:15 and 6:45 p.m. The reason, officials explained, was that few stations were carrying the programs involved—only three were taking one 15-minute show, and the largest number taking any one in those time brackets was 15. None of the shows was deleted without advance approval by the stations which were carrying them, NBC said.

The ABC time cost reduction differs from those previously announced by CBS and NBC in that it is not a "rate" cut in the strict sense, being achieved instead by changes in discount structures, and in that the 15% reduction applies to afternoon as well as choice evening time while CBS and NBC limited theirs to 10% in the periods from 1 to 8 p.m.

Like NBC, ABC asked its affiliates to accept the reductions as of July 1, the date when Columbia's cut becomes effective.

ABC's announcement said the reduction "has been discussed in detail with the network's Stations Advisory Committee." There was no formal meeting of the committee with network officials, however, the committeemen having been disinclined to convene one in view of the futility of similar meetings of the NBC and CBS affiliates groups prior to those networks' rate announcements.

ABC said its move enabled it to maintain its competitive position among the networks—the course its officials have said they would take ever since CBS took the lead in lowering rates. Mutual is expected to follow suit.

Wide Support

The radio-wide Affiliates Committee, after meetings in New York Tuesday and Wednesday, sent to affiliates of all networks an account of its activities, reporting that some 350 stations had pledged contributions to its war chest before the sessions were over. Unofficially, it was reported that contributions totalled $20,000 to $25,000, and that virtually all of the nation's larger stations were among the participants.

The committee, obviously pleased with the returns to date, asked White & Case, its New York counsel, to prepare and submit recommendations for a charter and by-laws looking toward incorporation. No date was set for the next meeting, but a report from the law firm is expected in about two weeks.

The committee reiterated that it does not intend to "duplicate the activities of any other organization within the industry," but instead "will do our utmost to see that the activities of other trade association groups are channeled in the right directions and that they are pointed so the end results will be satisfactory."

Specifically, the affiliates group stressed the importance of support for BAB—both by networks and by affiliates—in order that BAB "may be in a position to accomplish the research and promotion job so sorely needed to prove the true worth of radio." Support of BAB by all broadcasters "is extremely important," the committee said.

How the networks would react to the BAB research proposals was another question, however. At least

(Continued on page 38)

FOOTBALL REVOLT?

Split Threatened on TV

By J. FRANK BEATTY

SIMMERING revolt against an attempt of organized colleges to control the multi-million-dollar football telecasting business may burst into the open as several angered colleges threaten to break off from the campus monopoly.

First action to crack the college control was taken last week by the Georgia Tech Club of New York. The club voted unanimously in protest against the fall football plan engineered by a committee of the National Collegiate Athletic Assn.

The Georgia Tech Club adopted a resolution Tuesday night in which the NCAA plan was denounced as an invasion of the community and the university itself was urged to assert its right to continue telecasting football games.

NCAA's plan would allow only one, or at most two, college football games to be telecast in network areas on any Saturday. Such games would be available to all networks and stations in the area and no college would be permitted to telecast more than one of its home games during the season.

Georgia Tech's alumni group took the position that if any games are telecast in Atlanta, Tech should have the right. Tech games were sponsored last year by the Atlanta Coca-Cola bottler, L. F. Montgomery.

The New York resolution was adopted after the club had been addressed by C. L. Jordan, executive vice president of N. W. Ayer & Son, a nationally known authority on radio and TV sportscasting. His talk included references to data on sports attendance collected by his son, Jerry, leading research specialist in the athletic field (see story page 44).

Plan Termed Illegal

Mr. Jordan termed the NCAA plan illegal and said it puts hundreds of colleges at the mercy of a few big institutions which can dole out TV rights at their pleasure to a few lucky members. He charged the NCAA members at the Dallas meeting last winter did not approve any such plan but merely authorized a committee to develop a television testing program.

Monopoly angles of the NCAA plan are being investigated by the Dept. of Justice. Main weapon in NCAA's hands is the power to boycott. Member teams could refuse to play a game unless telecasting came within the NCAA monopoly. Most important, according to those familiar with the setup, is the power to eject a college from membership and bar it from all member schedules.

Among member institutions angered by the NCAA plan are such leading football exponents as U. of Pennsylvania, Notre Dame and Army. Their opposition has been under cover but signs have appeared that an open breakoff from the NCAA plan may occur within a fortnight.

Both Notre Dame and Penn have been widely sponsored on TV during the last two years and both institutions have expressed themselves as pleased with television. Chevrolet has backed the Notre Dame home schedule for two seasons on an extensive DuMont network hookup—over 40 stations in 1950.

The power of the NCAA boycott threat was demonstrated some weeks ago when the Oklahoma

(Continued on page 34)

MAGAZINE ADS

$2.3 Million Radio-TV Outlay

MAGAZINES are spending an estimated $2,310,000 in radio and television this year, with one advertiser, Curtis Publishing Co., accounting for approximately $1 million of the overall figure, BROADCASTING • TELECASTING learned in a survey last week.

Most of the magazines represented carry on intermittent campaigns during the course of the year coinciding largely with special issues, special articles, etc.

Curtis Publishing Co., Philadelphia, through its agency, BBDO, New York, is by great odds the largest purchaser of radio and television. For its *Saturday Evening Post* the firm carries a weekly campaign in about 25 to 30 radio markets. In addition the magazine regularly sponsors Tex and Jinx McCrary on WNBC-TV New York on Wednesday.

For its *Ladies Home Journal*, Curtis carries a one week campaign, once-a-month, in from 150 to 120 radio markets. In addition this magazine recently bought participating sponsorships of the Mary Margaret McBride show on ABC and the Garry Moore show on CBS-TV.

The publishing company's third magazine, *Holiday*, does not carry a regular radio schedule but will place spots in 15 to 20 markets when the magazine carries a special article meriting such promotion. Curtis has been using radio and television in spot campaigns for the past six years.

Time-Life magazines, through Young & Rubicam, New York, spend about $250,000 annually. Currently *Life* sponsors *Kukla, Fran & Ollie* on NBC-TV, one day a week, and a small radio campaign in the midwest on three or four stations plus a schedule in Canada. *Time* magazine sponsored the Kefauver hearings on ABC-TV.

Spend $300,000

Look and *Quick* magazines are spending an estimated $300,000 annually. *Look* is currently running a test TV spot schedule in Los Angeles and a modified radio schedule on owned and operated stations of ABC, CBS and NBC (which is an exchange dollar deal in cash).

Newsweek, through Lennen & Mitchell, is spending about $35,000 on TV spots for special issues in about 25 markets, in addition to its sponsorship of last month's Kefauver crime hearings on both CBS-TV and DuMont.

Crowell-Collier Publications is reported to be spending $200,000 in a radio campaign for *Collier's* and *Woman's Home Companion* through Kudner Agency, New York.

Omnibook, through Huber Hogue, New York, allocates about $10,000 for its radio and TV promotion. Early in January it ran a six-week campaign using both media.

Street & Smith Publications is allotting approximately $10,000 to promote its *Charm*, *Mademoiselle*, and *Living* magazines. Early in January the firm used a radio spot schedule in 12 markets and plans are underway to run a similar campaign in September. Peck Adv., New York, is the agency.

Hearst magazines—*Good Housekeeping* and *Cosmopolitan* — are spending about $5,000 in a radio spot campaign during the year. Peck Adv. also handles Hearst publications.

Reader's Digest used to employ spot radio, but has not run a campaign since last October and reportedly is not currently contemplating resuming such activity.

Drawn for BROADCASTING • TELECASTING by Sid Hix

"He put up a game fight but he just can't go fifteen rounds!"

ZIV STAFF

Five Salesmen Added

APPOINTMENT of five salesmen to the staff of Frederic W. Ziv Co., New York transcription firm, was announced last week.

Al J. Madden will work from San Francisco through a territory including Reno, Nev., and Northern California; Ted Swift from Boston through Metropolitan Boston; Paul E. Plumlee from Ft. Smith, Ark., through Arkansas and parts of Louisiana; Stuart E. Halliday from St. Paul, Minn., through Indiana, and A. E. Dahl from Moberly, Mo., through Kansas and Kansas City, St. Joseph, Carthage and Joplin, Mo.

Lorillard Renews Show

P. LORILLARD Co., New York (Old Gold cigarettes), has signed a 52-week renewal for the final quarter hour of *Stop the Music* on ABC, Sunday, 8-9 p.m. The advertiser has been sponsoring the program since May 1948. Lennen & Mitchell, New York, is the agency.

COLLINS PLANT

New Dallas Unit Planned

PLANS for a $1 million, 60,000-square-foot plant in Dallas for manufacturing and assembling broadcasting transmitters and other communications equipment were announced by the Collins Radio Co., Cedar Rapids, Iowa, last week.

Work will start immediately, it was announced, with production expected to begin within six months, utilizing approximately 3,000 employes. Manager of the plant, which will turn out air and ground communications equipment, including broadcast transmitters amateur transmitters and receivers, will be James G. Flynn Jr., former director of operations for American Airlines' eastern division.

U. S. Steel Pact

UNITED STATES STEEL Corp. has renewed its 52-week radio contract with NBC for the 1951-52 seasons, at the same time period on Sunday, 8:30-9:30 p.m. Its summer replacement will be the NBC summer concert series featuring the NBC symphony, which goes on June 3. BBDO, New York, is the agency.

RATE CUT

CBS Concedes Station Value As Medium Not Affected

ONE NETWORK executive and a top affiliate are agreed that the network rate-cuts have no relation to the value of the station as an advertising medium and that present local and national spot rates in most cases should not only be maintained, but even increased.

This was disclosed in an exchange of correspondence between Saul Haas, president of KIRO Seattle, 50 kw CBS outlet, and Joseph H. Ream, CBS executive vice president. The exchange occurred after Mr. Haas had gone to New York to make a personal investigation.

The correspondence follows in text:

Haas Letter

May 16, 1951

When I received your telegram asking that KIRO, in accordance with the terms of its contract with you, consent to the rate cut you had announced, I was at a loss because on that very day I had received a report showing that more advertisers than ever before were spending more dollars than in any year but one to address the station's listeners. Most of these advertisers were old clients with full knowledge of the value of the station. I was at a loss also because of my own knowledge of how sincerely and, up to that time, effectively CBS had resisted rate-cutting.

I have always regarded the network as a great program service—the greatest as well as a timebuyer. Recently another program service, a news service, raised its charge by 10%. It claimed it had to make the raise. I believed it and paid. But that action had no relation to the value of the station as an advertising medium.

I have, since I have been in New York, become convinced that CBS made the rate cut because it had to and that it has nothing to do with the value of KIRO as an advertising medium, but came as a result of the purely network problems you had to meet.

This is to advise you that KIRO, whose rate I know has long been too low, is willing to make its contribution to your efforts to meet your problem which, to a degree, is our problem, too. We accept the rate cut as announced.

KIRO, The Friendly Station
By Saul Haas, President

* * *

Ream Letter

May 17, 1951

I can't tell you how much I appreciate your letter of May 16 and your acceptance of our wire relating to the rate cut. It is heart-warming to know that in the face of the conclusive evidence of KIRO's value, you have cooperated with us in dealing with the common problem presently affecting network business.

It goes without saying, of course, that you are right that this action on network rates has no relation to the value of your station as an advertising medium. I sincerely hope that you will not only maintain your present rates for your local and national spot business, but even increase them.

A letter such as yours is just one more evidence that no network ever had such a swell gang of affiliates as we have.

Joseph H. Ream
Executive Vice President
CBS

BUILDING IMPASSE

NARTB Requests Meeting

THE FATE of FCC's whole licensing policy for new AM-FM-TV stations—and of its VHF-UHF TV allocations plan, including educational reservations—hung in the balance last week as the Commission staff members conferred with other government authorities on the new "building bottleneck" [BROADCASTING • TELECASTING, May 14].

The Commission was still weighing the import of a regulation which now requires permittees to obtain express authorization to commence new broadcasting "buildings, structures or projects."

NARTB President Justin Miller last Thursday requested an early meeting with Manly Fleischmann, administrator of the National Production Authority. He will confer either today (Monday) or tomorrow with Mr. Fleischmann, who has indicated informally that he would be happy to consult on problems.

Miller Scores Action

In a letter to the NPA administrator, Judge Miller complained that the issuance of certain amendments to the original order, which had exempted radio-TV broadcasting, "without consultation either with the radio and television industry or, as we have been informed, with (FCC), has created widespread confusion and deep concern among the broadcasters of the country."

NARTB has received perhaps two dozen letters from broadcasters who have been issued CPs for stations or who already have expended appreciable sums for legal work, though some have not yet begun actual construction. Upwards of 275 AM-FM and 400 TV applications for stations are pending in the FCC files. At the same time, authorities point out that present structures are often difficult to convert for broadcast purposes, and that permittees normally build from the ground up.

Judge Miller singled out the usual procedure involving cooperation of broadcasters with long-established programs of various government departments. This cooperation, he noted, has resulted in thousands of hours of free time devoted to promotion of agency activities. The vital role of radio-TV broadcasting as a news, information and educational medium during national or localized emergencies also was cited.

". . . All that we ask is equal, non-discriminatory treatment. Our efforts have been directed, not toward breaking down priorities for the other media of information, but for building up the priority position of broadcasting with a realistic understanding of its vital importance in time of peril or of actual attack," the NARTB president asserted.

Judge Miller referred partly to M-4 as amended May 10 removing the exemption from radio-TV broadcasting but seemingly allowing certain quasi-priorities for newspapers and other media. Perhaps inadvertently, newspapers retained authority to apply under conditions less discriminatory than those imposed for stations. This interpretation still obtains legally despite NPA objections of "typographical errors."

The apparent discrimination was brought to the attention of NPA's general counsel on May 11 by Ralph Hardy, NARTB government relations director, and Vincent Wasilewski, legal department. The interpretation was confirmed by John Holland, NPA general counsel, and Henry Heymann, an attorney. Mr. Hardy said the order "completely ignores" the public welfare, defeats certain defense effort objectives and precluded possibility of new building, under the present order, by omitting provision for station construction "in areas adjacent to military establishments or defense plants or projects"—one condition for authorization to newspaper plants.

The view of some Commission staff participants — from FCC's general counsel and engineering departments—was that the National Production Authority, which issued the order, had no "complete construction freeze" in mind but rather sought to establish an "accounting procedure" in view of the sharp curtailment of structural steel for civilian use.

At the same time there was no indication either at the Commission or NPA, nor at industry level, that the regulation (NPA M-4) would be relaxed, inasmuch as a further amendment will bring newspaper, magazine and other duplicating and publishing plants on the same plane of non-exemption. This action would serve to avert complaints that the original directive discriminated unfairly against broadcasting interests.

Restrictions Discussed

The Commission, which found itself caught with its plans down in view of its proposal to lift the TV freeze at least partially, has discussed the construction "ban" informally among its members and with government officials, but had not reached any decisions late last week.

The restrictions pose questions involving pending AM-FM grants, cases now in hearing, TV allocations, educational reservations and future liaison with key authorities at National Production Authority.

It was felt that liaison activities with allocations agencies could be established through the staff, working through the general counsel's office or perhaps the chief engineer's level. But no procedure had been set last week, though it was explained that the staff would meet again in the near future with NPA.

Meeting last week with NPA were Joseph M. Kittner, assistant to Benedict P. Cottone, general counsel; Richard A. Solomon, chief of FCC's Litigation Branch, and representatives of the Engineering Dept.

FCC-NPA liaison generally has been lacking the last six months ever since the Commission reportedly renounced its role as a "claimant agency" for electronics and communications equipment. NPA —and specifically its Electronics Products Div.—now handles requirement details.

Meanwhile there was evidence last week that electronics manufacturers might enjoy a greater aura of "essentiality" than radio-TV broadcasters who wish to erect new buildings. This was implied by NPA, which exempted from restrictions of M-4 those plants, factories or facilities which obtain certificates of necessity for additional construction in defense-supporting programs.

It was explained that nearly 30 electronic firms have received such certificates thus far, enabling them to build new plants for manufacture of electron tubes, radar and other military equipment.

With respect to broadcasters' application for building permits, NPA also announced that a substantial portion of cases will ultimately be determined at its field offices, which now process and pass them on to NPA's Construction Controls Div. Under present plans, that division

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ABC SALE DEAD?

Noble Leaves Door Open

NEGOTIATIONS for the sale of ABC broke off in frustration last week, but in the eyes of many industry observers were apt to break out anew on the same or other fronts.

Edward J. Noble, ABC board chairman and principal stockholder, issued a clarifying and, for him, unusual public statement detailing the turn the discussions had taken, and asserting that he and his associates "will continue to operate ABC radio and ABC television."

Less uniquely, he again explicitly left the door open for further propositions. To many, his statement seemed a reassuring measure intended to allay anxieties that had mounted among ABC executives and personnel while the secret and complex negotiations were in progress.

Initiated by CBS, but with United Paramount Theatres in the foremost position at the end [BROADCASTING • TELECASTING, May 14], the negotiations foundered on terms. Between start and finish, a number of corollary bidders for all or parts of the ABC operations became involved. Presumably all would still be interested —if the price were right.

CBS' desire for three additional television stations, of prime motivation in its ABC negotiations, remains unabated. Officials of United Paramount Theatres, which owns WBKB (TV) Chicago, cited their bid for ABC as evidence of their desire to expand in television, though they conceded the discussions at this point have been "suspended." Whether negotiations with either or both of these principals will be resumed must depend, it appeared, upon the extent to which either of them and Mr. Noble are willing to compromise on terms.

Other Contenders

Aside from CBS and United Paramount, groups who participated at one point or another included the Fort Industry Co. and General Tire & Rubber Co., both of which reportedly were in discussions with CBS for possible purchase of properties which Columbia could not retain. In addition, Peoples Broadcasting Corp., a subsidiary of Farm Bureau Mutual Automobile Insurance Co. and operator of WOL Washington and WRFD Worthington, Ohio, was understood to have put in a bid for the ABC radio properties.

The Peoples Broadcasting group, it was learned, for more than a year has been discussing sporadically with Mr. Noble the possibility of acquiring ABC. Peoples, as well as its parent insurance company, is headed by Murray D. Lincoln, who reportedly is still interested in acquiring ABC despite last week's breakup and may be inclined to pursue negotiations independently.

Mr. Lincoln is prominent in farm and labor activities, and the Farm Bureau insurance company reaches far into the life and fire insurance as well as automobile insurance fields. He has served as president of CARE and of the National Council of Farm Cooperatives, was active in the formation of All-America Defense Assn., and, although a Democrat, was urged to campaign against Sen. Robert A. Taft for the Republican Senatorial nomination.

International Telephone & Telegraph Co., at one time a prominent bidder for ABC, appeared, meanwhile, to have counted itself out of the running. A spokesman last week said negotiations were "dead," so far as IT&T is concerned.

The original negotiating price of $26-$28 million for the entire ABC radio and TV network and properties was understood to have reached approximately $30 million

(Continued on page 93)

IN REVIEW..

PROGRAM FACTS
Program: "Doug Edwards and The News."
Sponsor: Oldsmobile Div., General Motors.
Agency: D. P. Brother, Detroit.
Cast: Doug Edwards.
Producer: CBS News.
Director: Don Hewitt.
Stations: 17 CBS-TV.

PROGRAM FACTS
Program: "Camel Newsreel."
Sponsor: R. J. Reynolds Tob. Co.
Agency: William Esty Co., New York.
Stations: NBC-TV network.
Cast: John Cameron Swayze.
Producer: Clarence Thoman.
Director: Ralph Peterson.
News Editor: Gerry Greene.
Supervisor: Francis McCall.
Writer: Reuben Frank.

THE two most ambitious network efforts to find a satisfactory format for television news programs are CBS-TV's *Doug Edwards and the News* and NBC-TV's *Camel Newsreel*, both of which are laboring diligently and with some inventiveness toward that elusive goal, with NBC-TV somewhat in the lead at the moment.

If neither has completely succeeded in discovering the formula for presenting news, it is not unfair to state that nobody else has discovered it either. Indeed it may be that a formula, as such, should not be sought. The intricacies of which the television camera is capable are only beginning to be explored, and it would be unfortunate if the art became hamstrung by format at this stage of development.

Perhaps the gravest flaw in both programs is their frank borrowing from older forms of news presentation. They lean heavily on the techniques of movie newsreels and radio newscasts, and such experimentalism as is apparent is mostly confined to reworking these borrowed methods rather than to developing new ones.

Of the two programs, the *Camel Newsreel* is the more elaborate.

Last Wednesday's program was about an average for the NBC production. It began with John Cameron Swayze reading a short summary of Korean war news, illustrated by a pointer and a Korean map.

The program was then shifted to Washington where Hanson Baldwin, military expert of the *New York Times*, delivered a brief and not particularly illuminating interpretation of the Korean news. One of Mr. Hanson's predictions belongs with the most memorable analyses of his fraternity.

"It is quite possible," he said, "that peace may come at any time in Korea, but there is more war to be fought first."

Mr. Swayze, back in New York, had a short story about the growth of the Greek army, with recent motion picture films illustrating it. This was followed by a filmed commercial, featuring a college coed endorsing Camels. Mr. Swayze resumed with a few short items, and then the program returned to Washington where Robert McCormick summed up the day's developments in the MacArthur hearing (Gen. Bradley had tangled with Republican members of the Senate committee over his unwillingness to disclose private conversation he had with the President).

Filmed Interviews Used

Filmed interviews with Sen. Russell, the committee chairman, and Sen. Wiley, Gen. Bradley's antagonist, were shown.

A pickup from Chicago followed where Jack Angel reported on the building of the synchro-cyclotron, the "most powerful atom-smasher in the world," as films of the installation were shown. Clint Youle, another NBC Chicago newsman, gave a short weather report for the area covered by the interconnected network.

Mr. Swayze, in New York, resumed with a report on local weather. It had been the hottest day of the year, and NBC cameramen had been busy in Central Park and Coney Island, recording the migrations of city-dwellers to those allegedly cooler locations.

A Camel commercial followed, proving that more doctors smoke Camels than any other brand. Mr. Swayze then gave the latest baseball scores, accompanied by a graphic presentation of a scoreboard. The program closed with Mr. Swayze reading an Associated Press report quoting a front-line officer as saying Chinese attacks were mounting but it was not known whether the expected offensive had begun and a United Press dispatch identifying the activity as the big push.

On the same evening's CBS-TV news program, Mr. Edwards opened with headlines of the Korean developments, followed by an Oldsmobile commercial, rockets and all. Mr. Edwards then took up the war in more detail, also accompanied by a map and pointer.

He turned then to the MacArthur hearing. CBS also had filmed interviews with Sens. Russell and Wiley, but the quality was below standard, the sound at times being out of synchronization with the picture.

Mr. Edwards next reported on Congressional action to provide wheat to India, with strings attached. This was followed by a film showing India's ambassador, Madam Pandit, receiving anti-cholera serum from a delegation in New York.

Mr. Edwards then gave a brief summary of the Bolivian army coup and the latest developments in Iran. There followed a short interpretative piece on the strategic importance of Iran, accompanied by still picture of oil installations and Iranian soldiers.

The rest of the program was occupied by an interview between Mr. Edwards and Arthur Holzman, CBS stringer recently returned from the Middle East.

The Wednesday evening CBS presentation was not typical. Usually the program covers a wider variety of subjects. Variety in this case was sacrificed to the Holzman interview.

For this reviewer the most interesting part of each program was the filmed interviews with

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PROGRAM FACTS
Program: "Kreisler Bandstand," May 16.
Sponsor: Jacques Kreisler Mfg.
Stations: ABC-TV network.
Agency: Hirshon, Garfield Inc., New York.
Cast: Joe Bushkin & His Band, Rosemary Clooney, vocalist; Sheila Bond, dancer; Freddie Robbins, m. c.
Producers: Gordon & Foley.
Writer-Director: Perry Lafferty

JOE BUSHKIN, a talented pianist, wound up playing second fiddle—a chair to which he does not deserve to be consigned—when he appeared last Wednesday on the *Kreisler Bandstand*.

Mr. Bushkin was overwhelmed by production gimmicks, an awkward script and the lesser but more assertive talents of other performers, especially the resident master of ceremonies, Freddie Robbins, an unreconstructed disc jockey of the jive-talk school.

Mr. Robbins has a language that is, it is to be passionately hoped, all his own. A tune that pleases him is a "real exciting thing." He does not say "goodbye" upon a parting. He says: "Take it slow." He has other novel expressions that this reviewer was unable to note down, having thoughtlessly neglected to hire an interpreter.

The gimmick employed on this production involved Mr. Robbins asking each performer what he was going to do for next week's show. Get it? The show's going on now, but we pretend we're just noodling about next week's show. A switch, see.

The banter that passed between Mr. Robbins and other performers served only to suggest that most pianists should play the piano, dancers should dance and singers sing, without encumbering themselves with the burden of repartee.

Clooney Featured

Appearing with Mr. Robbins and Mr. Bushkin and his band were Rosemary Clooney, a pleasing vocalist, and Sheila Bond who sang, without seriously challenging Miss Clooney, and danced actively if not well.

It would have been a far more satisfactory production if Mr. Bushkin had been permitted to play for the entire half-hour, a privilege for which quite a few intelligent people have paid exorbitant cover charges.

On the whole, the program and Mr. Robbins' ubiquitous part in it looked like a soda jerk's dream of how to spend a night off.

LICENSE RENEWALS

Method Changes Final

CHANGES in procedure for station license renewals, proposed Dec. 20, 1950, by the FCC, were made final Thursday [BROADCASTING • TELECASTING, Dec. 25, 1950].

The new rules require filing of renewal applications for AM, FM, TV and auxiliary broadcast stations 90 days prior to license expiration; extend the initial license period of FM broadcast station licenses to three years, and set expiration dates of broadcast licenses on a geographical basis.

Several sections of the rules—1.320(a), 3.220(a), 3.620(a) and 4.20—are amended effective next Aug. 1 so renewal applications for licenses expiring Nov. 1, 1951, will be required to be filed Aug. 1, 90 days ahead. Licenses expiring June 1, Aug. 1 and Sept. 1, 1951, are not affected.

Amendments Made

In changing the expiration dates of broadcast licenses to a geographical basis, several sections were amended—3.34(a) (b) (c), 3.218 (a) (b) and 3.618—effective Aug. 1. Licenses due to expire on and after that date will be considered for renewal under terms of the amendments.

Other editorial and clarifying changes: Sec. 3.34(b) deleted; 3.34(c) redesignated 3.34(b); 3.218 (b) deleted.

The schedule of three-year license expiration dates for AM and FM stations divides them into 18 groups of contiguous stations. A schedule of one-year license expiration dates was adopted for TV stations, divided into six groups of states.

Final order was taken in Docket 9873 by Chairman Coy and Comrs. Walker, Hyde, Sterling and Hennock.

ABC network had filed an objection to the geographical basis as it applies to Class I clear-channel stations but the Commission overruled it on the ground it was "an attempt to introduce in this proceeding substantative questions relating to the allocation of clear-channel stations and other subsidiary matters presently being considered in the clear-channel hearing, Docket 6741."

Text of the rules changes follows:

1. Amend Sec. 1.320 as follows:

Delete paragraph (a) and substitute the following:

(a) Unless otherwise directed by the Commission each application for renewal of license of a standard broadcast, FM broadcast and television broadcast station and an auxiliary broadcast station (remote pickup broadcast, broadcast STL, television pickup, television STL and television inter-city relay) shall be filed at least 90 days prior to the expiration date of the license sought to be renewed; and each application for renewal of license of a non-broadcast station shall be filed at least 60[4] days prior to the expiration date of the license sought to be renewed. No application for renewal of license of a broadcast station will be considered unless there is on file with the Commission the information currently required by Secs. 1.341-1.344, reference to which by date and file number shall be included in the application.

2. Amend Sec. 3.220 as follows:

Delete paragraph (a) and substitute the following:

(a) Unless otherwise directed by the Commission, each application for renewal of an FM broadcast station license shall be filed at least 90 days prior to the expiration date of the license sought to be renewed (Form FCC No. 303). No application for renewal of license of an FM broadcast station will be considered unless there is on file with the Commission, the information currently required by Secs. 1.341-1.344, reference to which by date and file number shall be included in the application.

3. Amend Sec. 3.620 as follows:

Delete paragraph (a) and substitute the following:

(a) Unless otherwise directed by the Commission, each application for renewal of a television station license shall be filed at least 90 days prior to the expiration date of the license sought to be renewed (Form FCC No. 303). No application for renewal of a television broadcast station will be considered unless there is on file with the Commission the information currently required by Secs. 1.341-1.344, reference to which by date and file number shall be included in the application.

4. Amend Sec. 4.20 as follows:

Delete Sec. 4.20 and substitute the following:

Sec. 4.20—Renewal of License—(a) Unless otherwise directed by the Commission each application for renewal of license of an auxiliary broadcast station shall be filed at least 90 days prior to the expiration date of the license sought to be renewed; and each application for renewal of license of an experimental and developmental broadcast station shall be filed at least 60 days prior to the expiration date of the license sought to be renewed.

(b) Whenever the Commission regards an application for renewal of a station license for any class of broadcast station listed in Section 4.1 as essential to the proper conduct of a hearing or investigation, and specifically directs that it be filed by a certain date, such application shall be filed within the time thus specified. If the licensee fails to file such application within the prescribed time, the hearing or investigation shall proceed as if such renewal application had been received.

(c) A supplemental report shall be submitted with each application for renewal of license of a station licensed experimentally[5] in accordance with the regulations governing each class of station.

5. Amend Sec. 3.34 as follows:

Delete paragraph (a) and substitute the following:

(a) All standard broadcast station licenses will be issued for a normal license period of three years. Licenses will be issued to expire at the hour of 3 a.m., Eastern Standard Time in accordance with the following schedule and at three year intervals thereafter.*[1]

(1) Del., Pa., Aug. 1, 1951.
(2) Md., D. C., Va., W. Va., Oct. 1, 1951.
(3) N. C., S. C., Dec. 1, 1951.
(4) Fla., Puerto Rico, Virgin Islands, Feb. 1, 1952.
(5) Ala., Ga., April 1, 1952.
(6) Ark., La., Miss., June 1, 1952.
(7) Tenn., Ky., Ind., Aug. 1, 1952.
(8) Ohio, Mich., Oct. 1, 1952.
(9) Ill., Wis., Dec. 1, 1952.
(10) Iowa, Mo., Feb. 1, 1953.
(11) Minnesota, N. D., S. D., Mont., Colo., April 1, 1953.
(12) Kan., Okla., Neb., June 1, 1953.
(13) Texas, Aug. 1, 1953.
(14) Wyo., Nev., Ariz., Utah, N. M., Idaho, Oct. 1, 1953.
(15) Calif., Dec. 1, 1953.
(16) Wash., Ore., Alaska, Hawaii, Feb. 1, 1954.
(17) Conn., Me., Mass., N. H., R. I., Vt., April 1, 1954.

*[1] Renewals of licenses will be granted for the period specified in the rule: *Provided, However*, that if as a result of the transition from the present schedule to the proposed schedule the period for which a license is renewed is six months or less the licensee may within 30 days of the expiration date of such renewed license file, in lieu of renewal application (FCC Form 303), a written application under oath for the next renewal of license which shall consist of (1) a request that its license be renewed and (2) a statement that no substantial changes have been made in its operations or in its plans for future operations since its last renewal application; or if changes have been made or proposed a statement specifying such changes. Upon review of such statement the Commission may grant a renewal of license for the full period provided for in the rule; or if the Commission requires additional information it may require the filing of renewal application (FCC Form 303).

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[4] The 60-day requirement does not apply to amateurs.

[5] The phrases "station licensed experimentally" and "experimental station" are used interchangeably.

GRINNING with gusto, Milt Blink (l), midwest vice president in Chicago for Standard Radio Transcription Services, welcomes the firm's secretary, Lewis C. TeeGarden, who has previously headquartered on the West Coast. Mr. TeeGarden will work with Mr. Blink on Standard's library service and also on the firm's new television division, United Television Programs.

RICHARDS' CASE

Filing Clears Way for Decision

WAY has been cleared for the FCC to render its long-awaited decision involving the fate of the three G. A. Richards' stations.

Commission General Counsel last Monday filed proposed findings of fact and conclusion. In it was summed up arguments against license renewal for KMPC Hollywood, WJR Detroit and WGAR Cleveland.

Richards' counsel earlier had filed its proposed findings [BROADCASTING • TELECASTING, May 14, 7], urging the dismissal of the proceedings and prompt license renewals.

The proposed findings, in accordance with FCC procedure, were filed with Trial Examiner James D. Cunningham, who will issue a proposed decision. It is on this decision that oral arguments will be heard by the FCC, sitting *en banc*.

In the 340-page document FCC General Counsel Benedict P. Cottone reiterated charges that Mr. Richards' instructions to the three stations were "deliberately designed to require one-sided, partisan and biased programming."

The brief detailed instances in which Mr. Richards was alleged to have injected his personal beliefs into directives on the handling of news dealing with Democrats, minority races as well as personalities and organizations to which he objected. FCC Counsel said news items were placed in juxtaposition to create unfavorable impressions with listeners.

Conversely, it was charged that Mr. Richards went to the other extreme to present news in line with his personal beliefs.

Cites Instances

Among instances cited was one dealing with Rep. Charles Halleck (R-Ind.) in which the Republican majority leader of the 80th Congress made a "controversial broadcast." FCC held that Mr. Richards refused to recognize the obligation to provide time for opposing views; that failure to announce that the series was provided by the GOP violated Sec. 317 of the Communications Act as well as Sec. 3.189.

The Commission General Counsel scored Mr. Richards' "refusal, as expressed by counsel" to take the stand in the course of the hearings. The brief declared that Mr. Richards' "several business trips, attendance at football games, baseball games, late attendance at poker parties, and other activities of a strenuous nature" contradicted the claim that his physical condition made it impossible for him to testfy personally."

FCC raised the point that Mr. Richards submitted an affidavit in September 1948 "in which he denied all of the charges" made relative to programming instructions. Later, according to the brief, he admitted "the truth of portions of the charges" as well as expressing a desire for "an opportunity to admit the wrongfulness of certain acts."

"Further deception" was involved in transfer applications of April 18, 1949, Commission Counsel declared, saying that Mr. Richards' "poor health" and the need for elimination of responsibility were given as the reasons. However, FCC cites the Dec. 18, 1949, petition for dismissal of the transfer applications in which the applicants' counsl "asserted" filing had been made because of "Mr. Richards' belief that the naming of trustees would obviate the necessity for protracted and expensive proceedings."

Commission General Counsel last Monday also submitted a 165-page motion to expunge as "scandalous, sham and frivolous" a motion to strike from the record evidence

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Sales Therapy Via Radio . . . .

POLLIO Dairy Products, New York (maker of ricotta and mozzarella Italian cheese), entered radio in 1949 in an effort to break a decline in sales precipitated by the grimly unfortunate similarity between the firm's name and the familiar term for the disease poliomyelitis which was alarming the country in that year.

The problem was a bitterly unique one, but its resolution is a happily unique tribute to the efficacy of radio. Today the company has not only recaptured its original market, but has actually increased its sales by 33%.

The first move of the Pollio Corp. was to change the established spelling of the company product to Polly-O. The next move was to enlist radio as the principal aid in re-establishing sponsor indentification.

The outlet the firm chose was WHOM in New York, and the vehicle was a comedy dramatic feature, *Due Comari*, loosely translated, *Two Busybodies*. It is still being heard 7-7:15 p.m. seven times weekly, and is understood to have the highest rating of any Italian comedy show on the air.

The overall advertising budget for Pollio company is $87,000 which includes repackaging. At least $22,000 of that budget goes into radio, and $21,000 in a recipe book which is part of the radio promotion. The rest is divided into newspaper advertising, packaging, car cards, etc. The recipe book at a cost of ten cents, has been moving at the rate of 2,000 per week.

Firm Founded By Pollio in 1899

The history of the firm dates back to 1899 when Guiseppe Pollio came to America from Italy and began manufacturing cheese—ricotta, a clear white cheese, and mozzarella, a stretchy white cheese—in Coney Island. His equipment was the same as that used in his family a hundred years before—an open fire, a tripod and pot, a long-handled ladle and a strong back.

Guiseppe Pollio's business thrived and when the founder died his son, Albert Pollio, took over and continued building the business and improving the products. Today the firm has six big plants in New York state; it has a rapid train-truck system of delivery that makes it possible for the continuous production of the highly perishable cheese and milk and butter which have been added to the line of products.

According to the New York State Dept. of Agriculture, the entire output of the state's Italian soft cheese industry totals about 16 million pounds per year. Sales of the ricotta and mozzarella by the Pollio Corp. amount to 8 million pounds, or half of the state's total output.

Late in 1949 the plague fell. The name Pollio began to assume its unfortunate association.

APG Assoc. Faces Name Problem

The problem was to take the name away yet retain identity. It was at this point that APG Assoc., New York, advertising agency took over.

Although it was the first Italian account for the agency, APG was equal to the problem.

Albert P. Gavasci, president, stepped in and immediately devised a parrot trade mark that tied in with a newly created name Polly-O. The name Pollio gradually is being played down on the package, and will eventually be eliminated.

Sales began to return almost immediately; the radio show on WHOM became a big hit, and Polly-O has emerged as a vigorous convalescent that licked a disease while it conquered new markets through the unmatchable therapy of radio.

* * *

The foursome most responsible for Pollio's sales success (l to r): Frank Porpora, Pollio advertising manager; Fortune Pope WHOM president; Joseph Pollio, general manager, Pollio Products; Alberto P. Gavasci, president APG Assoc. Adv.

Le Due Comari (translated, Two Busybodies), *Laura Colombo (l) and Rossanna San Marco, have gossiped Polly-O products to a 33% sales increase.*

* * *

One of a Series

BAB SALES CLINIC

IBA Hears About Radio Selling

BROADCAST Advertising Bureau's why, where, when, who and what of radio selling was presented to 120 broadcasters attending the Indiana Broadcasters Assn.'s BAB sales clinic last Thursday.

The meeting, part of the two-day affair which also featured a BMI clinic Friday (see BMI story, page 32), was held at Indianapolis' Claypool Hotel, where a luncheon and evening cocktail party interspersed down-to-earth discussions of radio.

Radio's selling pitch was emphasized by BAB's hard-hitting sales trio—Director Hugh M. P. Higgins, President William B. Ryan and Lee Hart.

Miss Hart outlined a copy-minded radio plan as one step toward getting more retail business for stations. A good "radio salesman," Miss Hart said, must know good copy and how to write it. He must do a real selling job for the advertiser, she said.

He should be able to tell the advertiser what his particular approach is, not wait until the advertiser tells him how the campaign should be run. Primary purpose of radio is to get customers into the store, and retailers must plan radio copy with the same care as for printed media, she explained. Radio will give results, she emphasized, if enough spots or saturation radio are used with the proper copy at the right time of day.

Mr. Higgons spoke of the "Selling Opportunity in Radio 1951." He said only 26% of U. S. families are television families, leaving 74% to radio. Therefore, he concluded, radio has a big sales job ahead.

Predicting that spot radio will be greater this year than in 1950, Mr. Higgins said the industry must measure its selling power not only in Hooperatings and other research methods but take in all radio families, including portable radios and auto radios.

The radio business, he told the broadcasters, has survived in spite of, not because of, radio research measurement.

Beamed Programs Urged

He suggested stations beam programs to specific audiences, thus expanding and blanketing the particular advertiser's strata of influence, reaching new customers at the time listeners are engaged in certain activities (soap powder advertiser would want to reach the housewife at about the time she was taking care of the family dishes).

Mr. Ryan told the broadcasters about industry letters on radio rates (see story, page 23), adding that BAB can do the job of selling radio "content and results" if given the funds. These are the basic values, Mr. Ryan said, rather than attempting to sell the medium on the bases of circulation or cost-per-thousand.

In a look at television's impact, Mr. Ryan forecast that advertisers would recognize that TV would not replace radio but would become another, distinct medium. But, he added, all broadcast media have a common enemy, that of rate reduction. This, he said, is where BAB can perform its proper function.

On the station level, Mr. Ryan called for efforts to sell "tune-in" primarily and public affairs, next—the wide-awake station promotes every community public event, he asserted.

Presiding at the meeting was IBA's president, Dan Park, general sales manager, WIRE Indianapolis.

An IBA sales panel—"How Do You Sell Radio in Your Market?" was participated in by Robert D. Enoch, WXLW Indianapolis, moderator; M. C. Johnson, WGL Fort Wayne; William F. Craig, WLBC Muncie; Dee O. Coe, WWCH Gary; John R. Atkinson, WHDU Anderson, and William Smith Jr., WBIW Bedford.

Next business meeting of IBA will be held in June, it was announced.

NARTSR POST

Flanagan Successor Sought

SEARCH for a successor to T. F. Flanagan as managing director of the National Assn. of Radio and Television Station Representatives was authorized by the NARTSR membership last week after his doctors advised that he not return to his post as active head of the organization. Mr. Flanagan, managing director of the group since its formation in 1947, has been in ill health since last fall, and for that reason was forced to resign. He currently is recuperating at Saranac Lake, N. Y.

The members, expressing deep regret that he will be unable to return to the helm, paid tribute to his work on national spot broadcasting during the past four years.

Among the accomplishments they cited were his work on the Spot Rate Estimator for agency use; production of the "Spot Broadcasting Lets you Decide" presentation; creation of spot radio clinics, and service as spokesman for the spot broadcasting industry in a number of industry controversies.

NARTSR President Robert Meeker expressed hope that announcement of Mr. Flanagan's successor can be made at the June 15 quarterly meeting.

ABC APPOINTMENTS

Three Are Reassigned

Mr. Stronach | Mr. Moore | Mr. Chapin

APPOINTMENTS of Alexander Stronach Jr. as ABC vice president for television; Slocum Chapin as vice president for television stations, and Richard A. Moore as acting manager of ABC's Western Div. were announced Friday by Robert E. Kintner, president. The appointment of Mr. Stronach is effective immediately, those of Mr. Chapin and Mr. Moore are effective June 1 and June 15, respectively.

Mr. Stronach went to the network as TV program manager in September 1948, and was made vice president for TV programs in January 1951. Prior to that he was employed in 1938 by Young & Rubicam Inc. as a writer on *We, the People*, later producing and directing that radio program and others. He became production supervisor and talent department manager, as well as program manager for the agency.

Mr. Chapin, who joined the sales staff of WJZ New York, ABC outlet, in August 1941, and was assigned in 1944 to the network sales department, earlier was general manager of WSTC Stamford, Conn.; sales manager of WKBN Youngstown, Ohio, and a member of the WOC Davenport, Iowa, sales staff. In his new post, he replaces Otto Brandt, who resigned effiective June 1 to become vice president and general manager of KING Seattle.

Mr. Moore, after joining the network's legal staff in September 1946, moved on to administrative duties and was appointed administrative assistant and attorney in April 1948. In October 1949 he was transferred to Los Angeles as assistant general manager and director of TV operations, becoming, a year later, manager of KECA-TV Los Angeles, ABC outlet, and Western Div. director of television. In his latest post, Mr. Moore succeeds Frank Samuels, who has resigned to enter the talent representation field.

TABLE SETS

Survey Reveals Shortage

NINE-TENTHS of the distribution areas surveyed by NARTB report shortages in supplies of AM-FM table model receivers.

Claim of many FM stations, voiced at the NARTB April convention, that manufacturers were not recognizing public demand for receivers with FM, was supported by the survey, according to NARTB. The study covered 41 distribution areas in 18 states and 41 cities and was conducted during April.

Manufacturers' shipments of FM-AM table models were inadequate to meet public demand in 36 out of 38 distribution areas surveyed. Twenty-nine percent of 123 wholesalers reported their FM-AM needs for the rest of 1951 would be greater than last year. Fifty-one wholesalers said they were unable to meet the FM-AM demand over a 14-month period. Seven distributors said they were never able to get enough sets.

NARTB's survey showed the demand for FM-AM receivers was greater than that for any other type of receiver, including AM-only, FM-only, FM-AM phono, TV-only and TV-FM.

One distributor said he could use 300% more FM-AM sets than last year; one said 200% more; two said 100%; one said 75%; four said 50%; 10 said 25%; seven said 15% more. Seventy percent said the demand for FM-AM sets is heavier in rural areas.

Where demand was inactive, distributors blamed duplication of AM programs as the main reason, along with short operating hours.

Asked about the survey findings, Ben Strouse, WWDC-AM-FM Washington, NARTB's FM Committee chairman, said the next move is to inform set makers of the findings as soon as possible. He said he was amazed at the evidence produced in the survey and added that many manufacturers are missing the boat by not making enough FM-AM sets to meet the demand. Mr. Strouse has asked Radio-Television Mfrs. Assn. to set an early meeting of its FM Committee with the NARTB group.

R. N. KING

BBDO Research Dir. Dies

ROBERT N. KING, BBDO director of research, died at his Westport, Conn., home May 12 after a long illness. A native of Brooklyn, N. Y., Mr. King originated for BBDO the National Panel of Consumer Opinion and the Onondage Consumer Research Panel in Syracuse.

A former president of the Market Research Council, a director and life member of American Marketing Assn. and business manager of *The Journal of Marketing* for 15 years, Mr. King had been affiliated with BBDO for 27 years.

He is survived by his widow, Ethel, a brother and a sister.

FUNCTIONAL MUSIC

Three Amend Contracts

THREE of the four FM stations originally the object of FCC queries last January on functional music broadcasting have indicated they are amending their contracts in accordance with a subsequent April 12 policy letter of the Commission.

However, they have disagreed that "beep" operations are a violation of the law as contended in the April 12 communication [BROADCASTING • TELECASTING, April 16].

Further, they have advised FCC that a joint brief will be filed soon supporting their conclusions, together with petition for appropriate relief until hearing can be held on the general issues. The dozen other functional music FM stations about the country are expected to join in the presentation.

The Commission May 4 announced its policy statement also would apply to all FM stations in such operation. A response deadline on compliance was set for May 22 [BROADCASTING • TELECASTING, May 7].

Sam S. Miller of Cohn & Marks, counsel for WRLD (FM) Miami Beach advised FCC the station proposed to amend its contract with Twin City Sound System Inc. to eliminate any understanding that WRLD has obligated itself to operate stipulated periods. To further erase doubts, he said the station will also eliminate any reference to programming.

The revised contract will contain no agreement for transmission of planned music, so that remuneration received "cannot constitute consideration received for material broadcast under Sec. 317 of the Communications Act," FCC was told.

Reply of Joseph F. Zias of Louchs, Zias, Young & Jansky, counsel for KFDC (FM) Sausalito, Calif., was in a similar vein. Like Mr. Miller, he held that "beeping" is not a violation. It was pointed out that KFDC's contract expressly precludes any control over programs, but that the contract will be changed to refer only to leasing of equipment.

Paul O'Bryan of Dow, Lohnes & Albertson, for WFMF (FM) Chicago, stated the station is still of opinion its existing contract with Functional Music Inc. is consistent with the Act and Commission's rules and regulations.

However, in light of the policy statement, WJJD Inc., licensee of the FM outlet, is preparing an amended contract which will be submitted to the Commission in a subsequent memorandum brief. The letter from WFMF also requested no further action be taken until the Commission has had opportunity to consider the information from all other FM stations as well as the memorandum brief.

WACE-FM Chicopee, Mass., fourth station cited in FCC's original letter on functional music, subsequently turned in its permit and ceased operations, but said the decision had been made last December.

Edward A. Wheeler, president of WEAW (FM) Evanston, Ill. last week also wrote the Commission that he believed his storecasting operation was within the letter and spirit of the Act and Commission rules.

He reiterated his views of last month when he held WEAW retains control of all programs and commercial material and that "our music is not planned for any other purpose than to entertain listeners" [BROADCASTING • TELECASTING, May 7].

APPEAL LOST

Court Rejects S-H Plea

U. S. Court of Appeals for the District of Columbia has turned down an appeal of Scripps-Howard Inc. against the 1949 grant of a new AM station to Cleveland Broadcasting Inc.

Cleveland Broadcasting, now operating WERE Cleveland on 1300 kc with 5 kw fulltime, was given the authorization following consolidated hearings that included the competitive bid of Scripps-Howard Radio Inc., operator of WEWS (TV) Cleveland.

The court in its May 10 decision referred to earlier oral argument in the appellate court [BROADCASTING • TELECASTING, March 26] and concluded that the "award need not go to the stronger [financially]". The court said that FCC "on adequate evidence" had judged on Cleveland Broadcasting's financial situation.

The court noted that "this is not rule that the successful applicant had not qualified as to character. Conceding the appellant's program plans and proposals were to some extent further advanced, it was said, however, that this should not be a determining factor as against a rival "also well qualified in numerous respects."

Court also upheld the Commission's views on "efficient use of the designated frequency" as well as operating policies.

Accepted was the FCC policy that preferred non-newspaper ownership in a comparative case, all other things being equal, so as to provide wider diversity of control of mass communications within a community.

The court noted, that "this is not to say a permit should be withheld from an applicant because he is otherwise engaged in the dissemination of news." However, the ruling pointed out that the Commission may let its judgment be influenced "to promote diversity."

Scripps-Howard Radio is owned and controlled by the same interests that have the *Cleveland Plain Dealer*.

WSNY CASE

Cottone Takes Exception To Initial Grant

FCC General Counsel Benedict P. Cottone has taken exceptions to an examiners initial recommendation that would renew the license of WSNY Schenectady, N. Y., and permit transfer of effective control to Winslow P. Leighton.

The examiner's proposed ruling would dismiss opposing petitions by George R. Nelson and associates, which alleged "perpetration of fraud and numerous other irregularities" by Mr. Leighton as associate stockholder [BROADCASTING • TELECASTING, March 12].

The general counsel took exceptions to Hearing Examiner James D. Cunningham's conclusion that "Western Gateway Broadcasting Corp. [WSNY], as presently constituted is . . . legally . . . qualified to operate radio station WSNY and to hold the license therefor." It was noted by Mr. Cottone:

In view of Mr. Leighton's violation of the fiduciary obligation which he owed to Nelson and in view of his deliberate acquisition of control without securing Commission consent, it should be concluded that his acts, as president and a leading stockholder of the corporate licensee, have reflected adversely upon the character qualifications of the licensee so that it is not qualified to hold a radio broadcast license.

Mr. Leighton, the FCC general counsel emphasized, "violated this fiduciary relationship" with his partner by "acquisition of stock in February and March of 1948 and subsequent exercise of the voting rights of the stock owned by himself and members of his family."

Mr. Cottone further noted that "prior to Nelson's departure for a Florida vacation, in February of 1948, Leighton assured Nelson that he would protect Nelson's business interests in Nelson's absence."

Exception was taken by the general counsel to a portion of the examiner's conclusions and the examiner's failure to conclude in lieu thereof:

That the Commission is within its rights in determining the question of fraud independently of any litigation on the subject in a state court, where such question pertains to qualifications of a licensee;

That Mr. Leighton did acquire control . . . wilfully and with intent to conceal his acquisition until it had been perfected;

That circumstances surrounding . . . acquisition of control reflect so adversely . . . as to disqualify him from being president, director and stockholder of . . . Western Gateway Broadcasting Corp.

Hits 'Disregard'

Mr. Cottone also said that Mr. Leighton has acquired control without prior application for same to FCC and "it is apparent that he acted in flagarant disregard of the law and the Commission rules."

The transfer application involved acquisition of holdings from Benjamin L. Dubb, Bradley Kincaid and Prentiss Carnell Jr. by Mr. Leighton, Florence B. Walcott, Frederick G. Lippert and Barbara W. Leighton.

There is also pending outside the proceeding a separate application for FCC approval to sale of all stock held by Mr. Nelson and William G. Avery in WSNY to Mr. Leighton pursuant to a settlement agreement of mid-1950. The Nelson group by this agreement also withdrew a competitive bid for WSNY facilities [BROADCASTING • TELECASTING, April 3, 1950].

SUN COAST

Stay Order Issued

FCC last Thursday announced an order staying the effectiveness of its March 14 initial decision that would permit Sun Coast Broadcasting Corp. to acquire the construction permit for WMIE Miami, Fla.

In that decision [BROADCASTING • TELECASTING, March 19], Lincoln Operating Co., as trustee for Sun Coast Broadcasting Co., would be allow to assign the CP to Sun Coast itself. Arthur B. McBride and his Cleveland business associate, Daniel Sherby, are substantial owners of Sun Coast, as well as part owners of WINK Fort Myers, Fla.

Substance of the initial decision was that hearing records contained no evidence respecting the reputation of Mr. McBride or his past ownership and operation of Continental Press, national racing news service, to disqualify him from being a station stockholder.

Fortnight ago the Kefauver Crime Committee protested the proposed decision. However, the FCC last week gave no reason for staying the March action.

WBAB FACILITIES

Three File Applications

THREE applicants thus far have filed with the FCC for facilities of WBAB Atlantic City, N. J. which went off the air in late March following disagreement with FCC on procedure in a proposed sale of the former CBS affiliate [BROADCASTING • TELECASTING, April 9, 2].

Press-Union Publishing Co., publisher of the Atlantic City *Press* and *Union* and licensee of WBAB prior to its demise, is again seeking the 250 w fulltime facilities on 1490 kc. Filed May 11, application was returned for clerical correction.

Garden State Broadcasting Co. also filed on May 15 for the WBAB facilities. Co-owners are Herbert Michels, of WNEW New York; Albert Spiro, of WNEW; and John J. Farina Jr., of NBC [see FCC ROUNDUP, page 91].

Third application was entered May 4 by Leroy Bremmer and Dorothy Bremmer, under name of Atlantic City Broadcasting Co. [BROADCASTING • TELECASTING, May 14].

1 GETS YOU 5

in Michigan . . . . you can sell 5 major markets with one station.

WJIM-TV

LANSING • CHANNEL 6

WJIM-TV's exclusive coverage of Lansing, Saginaw, Flint, Jackson and Battle Creek offers advertisers rich potential for sales-getting . . . an area with a million people doing a billion-and-a-half in retail sales. And WJIM-TV offers the best in programming as primary outlet for all four major television networks.

For full details on WJIM-TV and WJIM consult

H-R REPRESENTATIVES, INC.

MUSIC CONTEST

Haverlin Tells WBA Of BMI Plan

CARL HAVERLIN, president of BMI, speaking before 100 Wisconsin Broadcasters Assn. members meeting for the BMI Program Clinic in Milwaukee May 16, announced a BMI national "serious" music contest for high school and college students. The contest, he said, would be sponsored annually in each state by the respective state broadcaster associations.

Wisconsin broadcasters adopted the plan "unanimously and enthusiastically" and set up prizes totalling $1,000. Ben Laird, WBA president and president of WDUZ Green Bay, made a contribution of $500 per year for three years in his own name, and also contributed $500 toward the $1,000 to be put up by the association for the first year of the contest, which begins in September and closes in June 1952.

The broadcasters present also adopted a BMI suggestion that contestants who are young composers be used on their program schedules from time to time.

Milwaukee clinic was one of a three-state series held by BMI last week in Illinois, Indiana and Wisconsin. Mr. Haverlin, with Robert J. Burton, vice president in charge of publisher relations; Glenn Dolberg, director of station relations, and Burt Squire, Chicago field representative and clinic chairman, carried the sessions to the state meeting Tuesday, Wednesday and Friday, attracting a total attendance of about 250 station men.

The current series of clinics was sponsored in each instance by state broadcasting associations and their presidents—Ray Livesay, president, WLBH Mattoon, Ill.; Daniel Park, manager, WIRE Indianapolis, and Mr. Laird.

Speakers of the three-state circuit included:

Mr. Dolberg, discussing "Your Program Clinic—Mohammed Comes to the Mountain" and "Power-house of Programming, The Music Library"; John Outler, manager, WSB Atlanta, "Let's Get Out of Radio's Dust Bowl"; Al Morey, director of program sales, WBBM Chicago, "Radio's Third Phase"; Mr. Burton, "History and Application of Copyright Law."

William Holm, general manager, WLPO LaSalle, Ill., "Programming with a Limited Budget"; Harold Safford, program manager, WLS Chicago, "Science of Building the Farm Audience"; Richard M. Pack, program director, WNEW New York, "Music—Unlimited"; F. (Bud) Mitchell, program director, WJR Detroit.

In Springfield and Milwaukee, Homer Heck, program manager for NBC Chicago, outlined "What Management Expects From Its Program Department." The same topic was handled in Indianapolis by William McGuineas, commercial manager of WGN Chicago.

The same roster of speakers will appear today at the U. of Michigan in Ann Arbor, with two exceptions. Ben Laird will talk on "What Management Expects from Its Program Department" and J. Harold Ryan, vice president and treasurer of the Fort Industry Co., will explain "Why Program Sales and Front Office Must Work Together." Call to order will be given by Edward Baughn, president, WPAG Ann Arbor and of the Michigan Assn. of Broadcasters.

FRIEDHEIM NAMED

World General Manager

APPOINTMENT of Robert W. Friedheim to the new position of general manager of World Broadcasting System was announced last Thursday by John W. Sinn, president of the transcription, program and features firm. Mr. Friedheim, 42, has been with WBS since February 1948, when he joined the organization as sales manager. His appointment as general manager is effective immediately.

Before joining World, he was with NBC for 13 years, attaining the position of director of radio recordings. He left this post to join World. He had previously served with WMBH Joplin, Mo., and the *Joplin Globe and News-Herald*.

BASEBALL SUIT

WFIN-FM Cites Clubs

HEARING will be held today (Monday) in U. S. District Court, Toledo, on petition of WFIN-FM Findlay, Ohio, for an injunction to keep the Lima, Cleveland and Philadelphia Phillies baseball teams from preventing game broadcasts over the station on nights when the Lima club is playing at home.

Findlay is 33 miles from Lima but under Rule 1-d of organized baseball, clubs can stop broadcasts of major league games within a radius of 50 miles when teams are playing at home. The rule had not been invoked against the Findlay station prior to this year. Lima's team is a farm club of the Phillies.

Federal Judge Frank Kloeb, after receiving the WFIN-FM petition last week, set hearing May 21 on petition for preliminary as well as permanent injunction.

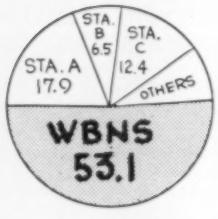
Antenna Rules

FCC last week amended Parts 9, 10, 11, 12, 16, 19 and 20 of its Rules and Regulations to conform with the provisions of the new Part 17, Rules Governing the Construction, Marking and Lighting of Antenna Towers and Supporting Structures, which became effective Feb. 15.

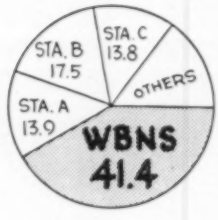
LATEST HOOPER REPORT SHOWS:

WBNS, Columbus, has the HIGHEST NUMBER OF LISTENERS in Every Rated Period Except One*

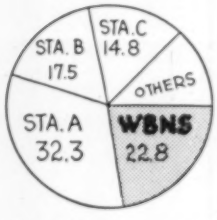
*and we're gaining there, too.



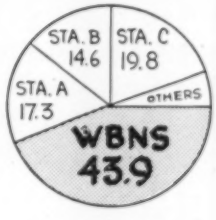
Mon. thru Fri.
8 A.M. to 12 Noon



Mon. thru Fri.
12 Noon — 6 P.M.



Sun. 12 Noon — 6 P.M.
Previous report showed WBNS with 17%



Sun. thru Sat. Eve.
6 P.M. — 10:30 P.M.

The Fall-Winter report shows more Central Ohioans listening to WBNS than any other station. Here's twenty good reasons why: WBNS carries the 10 top-rated daytime shows as well as the 10 top-rated night-time shows! What an opportunity for spots and participation! Call your John Blair man or write us.

CENTRAL OHIO'S ONLY CBS OUTLET

WBNS PLUS WELD-FM
Ask John Blair

POWER WBNS 5000 - WELD 53,000 - COLUMBUS, OHIO

- and now The Winnah!

THE COMMERCIAL APPEAL, MEMPHIS, SUNDAY MORNING, APRIL 8, 1951

Disc Jockey Contest Ends With Bob Neal Out In Front

And We Give You Our Word, Folks, Never Will We Get Ourselves Involved In Such A Mess Of U. S. Postal Cards Again

By MIKE McGEE

WELL, FOLKS, it's all over. And we swear by the Koran that never, never, never, never will we start such a thing as a disc jockey contest again.

A total of 84,104 votes was counted for the 11 leaders. Another 12,000 were scattered among others in the race.

And now for the final results:

Bob Neal of WMPS	11,887
Runner-up	8,011
Hal Benson of WMPS	7,786
Fourth place	7,709
Fifth	5,637
Hugh Cherry of WMPS	5,161

ADVERTISER	AGENCY
ABC Chicks	Noble-Dury & Associates
American Safety Razor Corp.	Batten, Barton, Durstine & Osborn
Bristol-Myers Co.	Doherty, Clifford & Shenfield
Brown & Williamson Tobacco Co.	Ted Bates, Inc.
Carter Products	Ted Bates, Inc.
Consolidated Royal Chemical Corp.	Simmonds & Simmonds, Inc.
Continental Baking Co.	Ted Bates, Inc.
d-Con Company, Inc.	Marfree Advertising Corp.
General Electric	Batten, Barton, Durstine & Osborn
General Mills	Dancer-Fitzgerald-Sample, Inc.
Griffin Manufacturing Co.	Bermingham, Castleman & Pierce, Inc.
Hulman & Co.	
International Salt Co.	Duane Jones Co.
The Mennen Co.	Duane Jones Co.
Norwich Pharmacal Co.	Benton & Bowles, Inc.
Peter Paul, Inc.	Maxon, Inc.
Pharmaco, Inc.	Duane Jones Co.
Potter Drug & Chemical Corp.	Atherton & Currier, Inc.
Shuptrine Co.	Harvey-Massengale Co.
Sunway Vitamin Co.	Bisberne Advertising Co.
Walgreen Drug Co.	Schwimmer & Scott
Williams Drug Co.	Louis A. Smith Co.

These advertisers* sponsor program portions or have spot participations in the "Bob Neal Farm."

*At press date

Each week-day from 5 to 8 A.M., Bob conducts the "Bob Neal Farm," a blend of music, news and farm data that has made him the Mid-South's outstanding radio personality.

Proof again that the WMPS policy of programming gives every advertiser a winning ticket at the pay-off window. Yes, it's WMPS for showmanship, acceptance, results!

WMPS

MEMPHIS, TENNESSEE

Represented by RADIO REPRESENTATIVES, INC.

AMERICAN BROADCASTING COMPANY

SPORTS STIMULUS

WPIX Surveys TV Effect

TELEVISION, by introducing viewers to sports new to them and inculcating their desire to go out and see it in person, in the long run is a stimulus rather than a deterrent to athletic box office receipts, according to a survey made in February for WPIX (TV) New York.

Made to determine the effect of TV set ownership on the New York sports fan, the study was conducted by Hewitt, Ogilvy, Benson & Mather, New York advertising agency. Questionnaires were mailed to 2,000 persons who had written WPIX for Madison Square Garden score cards offered by the station. Answers were received from 1,116 (56%), all TV set owners and all presumably sports fans.

Asked "Have you seen any sport for the first time on television?," 81% replied "yes," with 40% of this group reporting that TV gave them their first look at wrestling, 33% at the roller derby, 29% at hockey, 28% at track, 21% at tennis and so on down through boxing (15%) and basketball (11%) to swimming events and baseball (3% each).

Potential Patrons

Of those who had first seen a sport on TV, 37% stated that following their video introduction they had actually attended this new sport and another 42% expressed the wish to attend it. In other words, eight out of ten persons who first view a sport on television become potential paying patrons of that sport.

Basketball games were attended by 60% of those who first saw one on TV, with another 30% desiring to go to them, according to a breakdown of the replies to a query as to what sports first seen on TV the respondent had actually been to. The report was as follows:

Sport	Number of People	% Attended	% Want to Attend	% Do Not Want to Attend
Basketball	102	60	30	10
Football	50	56	26	18
Hockey	264	50	39	11
Track	252	41	46	13
Roller Derby	303	41	34	25
Boxing	137	40	42	18
Tennis	190	35	46	19
Wrestling	364	35	39	26
Horse Show	79	25	51	24

Like other surveys, the WPIX one found that attendance at sporting events increased with the length of time a TV set has been in the home. Among those who said they had gone to Madison Square Garden during the past year (78% of the total) were 64% of those who had owned a TV set six months or less; 75% of the seven-to-12-month set owners; 79% of those whose sets were 13-18 months old; 83% of those owning sets for 19-23 months and 84% whose sets are two years old or older.

Asked whether they would rather attend or watch on TV a list of sports, most of the respondents said they would rather attend baseball (83%), basketball (61%) and hockey (61%), while 68% said they preferred to watch boxing at home via TV. Preference for attendance was least among those who had owned sets for a year or less, increasing with the length of TV ownership.

High cost of admissions and ability to see the events at home on TV ranked evenly as the main reason for the respondents' failure to go to Madison Square Garden more frequently—40% of the answers going to each of those causes. Lack of interest in the teams playing was given by 17% as their chief reason for not visiting the Garden more frequently, while 14% said the Garden was inconveniently located for them.

Would you believe it...

if your grocer or butcher told you he was going to give you 34% more groceries or meat today for your money than he did five years ago?

Chances are, you'd think he was a little fuzzy in his upper story.

However, your advertising dollars on WGN *are worth more* than ever before. Your time costs on WGN are the same today as they were five years ago...and the number of radio homes in WGN's coverage area has *increased* 34% since 1946.*

Still the best media buy...WGN.

*Nielsen Radio Index

A Clear Channel Station... Serving the Middle West

MBS

WGN

Chicago 11 Illinois
50,000 Watts
720 On Your Dial

Eastern Sales Office: 220 East 42nd Street, New York 17, N. Y.
West Coast Representatives: Keenan and Eickelberg
638 S. Van Ness Ave., Los Angeles 5 • 235 Montgomery St., San Francisco 4
710 Lewis Bldg., 333 SW Oak St., Portland 4

Football Revolt?

(Continued from page 23)

State Legislature was scared out of adopting a resolution favoring telecasting of U. of Oklahoma games, according to Mr. Jordan. Big Seven officials convinced the Legislature that not a single team would play the U. of Oklahoma if the resolution were adopted.

With Georgia Tech's New York alumni taking the lead in open defiance of NCAA, other alumni groups are expected to go into the situation. Alumni opposition to the NCAA plan is based on the desire to see games they are unable to attend; recognition of the promotional value of the alma mater as well as financial benefits from the sale of rights, and resentment of any efforts to take away the alma mater's right to make its own negotiations for its own properties.

One of the Big Seven colleges, Missouri, is on record at the FCC as desiring to sell telecasts of its football and basketball games commercially in connection with proposed operation of a part-commercial TV station.

The NCAA football proposal was a case "of hasty action born of fear of the novelty effect of TV," Mr. Jordan told the Georgia Tech Club of New York, "It certainly has no basis in long-range thinking." He said football, most widely telecast of any spectator sport, had a rising attendance and income record up to 1950, when a slight drop of 4% was noted. This was only 0.3% below the 1947-48 average though it occurred at a time when male student enrollment was off nearly 10%.

Illustrating his claim that TV cuts down the gate to some extent in the early months of an individual's set ownership, he said game telecasts over an 11-year period in the area with highest (70%) saturation—Philadelphia—had affect-

(Continued on page 93)

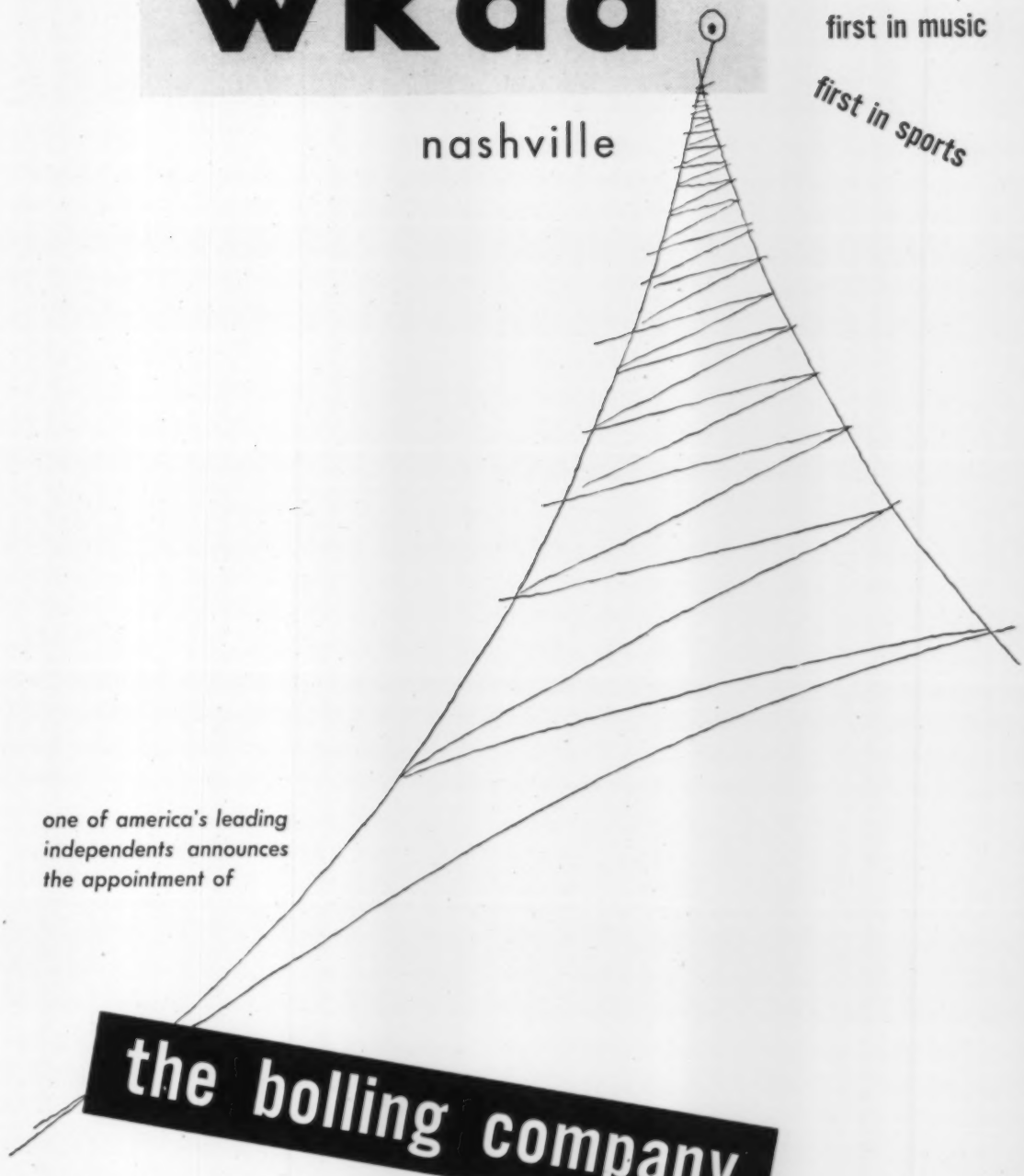
wkda

nashville

first in news

first in music

first in sports



one of america's leading independents announces the appointment of

the bolling company

exclusive national representatives effective june 1, 1951

DISSOLUTION

Kaufman & Assoc. Close

DISSOLUTION of Kaufman & Assoc., Chicago agency, was completed last week as President Reuben R. Kaufman announced his retirement from the agency business and concentration on Snader Telescription Sales Corp., of which he also is president.

Mr. Kaufman, who has supervised Snader sales for several months, said he was going out of the agency business because he wants "to be in a non-competitive position in working with other agencies in the selling and planning of TV film packages." Snader has more than 400 three and one-half minute video musicals, and Mr. Kaufman will begin production shortly on several half-hour programs, including a mystery series. All will feature Hollywood star talent, he said. He also is negotiating now for television rights to feature films shown in theatres but never on television.

Almost the entire agency staff, executive as well as clerical, will remain with Mr. Kaufman and Snader Telescriptions. E. Jonny Graff, former vice president in charge of radio and television for the agency, assumes duties as national sales manager for Snader. Monroe Mendelsoh, account executive and copy chief, becomes sales service coordinator.

Robert E. Jackson, vice president and general manager of the agency for the past two years, has gone to Critchfield agency, also Chicago, as an account executive. He has taken four accounts with him, and may take several others also. The four include Washington Breweries, Columbus, Ohio (Noch Eins premium beer); Burlington Brewery, Burlington, Wis. (Van Merritt beer); Liberty Loan Corp., Chicago, and Colonial Acceptance Corp., Chicago. Van Merritt and Liberty use radio and television. Mr. Jackson formerly headed his own agency.

WKOW RENEWAL

Set Aside by FCC

LICENSE renewal of WKOW Madison, Wis., was set aside last week by the FCC which extended the present license on a temporary basis until Sept. 1. Action pends further study of matters relating to control of the station, explained the Commission. No details were given. Comrs. E. M. Webster and George E. Sterling dissented.

Monona Broadcasting Co. is licensee with Stewart Watson as president. In June of 1950 WKOW contracted with Atlass Amusement Co. to take over management and consultation of the CBS affiliate [BROADCASTING • TELECASTING, June 5, 1950]. Latter company is headed by Leslie Atlass Jr., program director of WIND Chicago. Mr. Atlass is the son of Leslie Atlass Sr., CBS Central Division vice president.

FAUST QUITS S&S

Executive Joins Bisberne

HOLMAN FAUST, account executive at Schwimmer & Scott agency, Chicago, and former vice president of the Mitchell-Faust advertising agency, same city, has joined Bisberne Adv. Co. as executive vice president and partner. The 50-year-old Chicago agency has a lengthy list of professional and ethical accounts, including Sunway Vitamin Co., Chicago, which sponsors radio spots nationally.

Mr. Faust

Mr. Faust will build the radio and television department. Associated with Schwimmer & Scott since Mitchell-Faust was merged with it in November 1949, Mr. Faust has been an agency and radio-television executive since 1931, when he joined the latter agency.

Radio Repair 'Freeze'

RADIO repair shops were virtually frozen in prices charged for services under regulations placed into effect last Thursday by the District of Columbia Office of Price Stabilization.

WARREN NAMED

As Sterling Legal Aide

DAVID W. WARREN Jr., attorney of Camden, Me., has been named attorney advisor to Comr. George E. Sterling, it was announced last Thursday by the FCC.

Mr. Warren is expected to assume his new duties today (May 21). His appointment brings to five the total numbr of Commissioner legal assistants. Chairman Wayne Coy and Vice Chairman Paul A. Walker do not have such titled personnel.

Position currently is in the $8,000 per year range, but under the McFarland Bill now pending in the House, Commissioners' legal assistants could move into the $10,000 brackets as professional assistants.

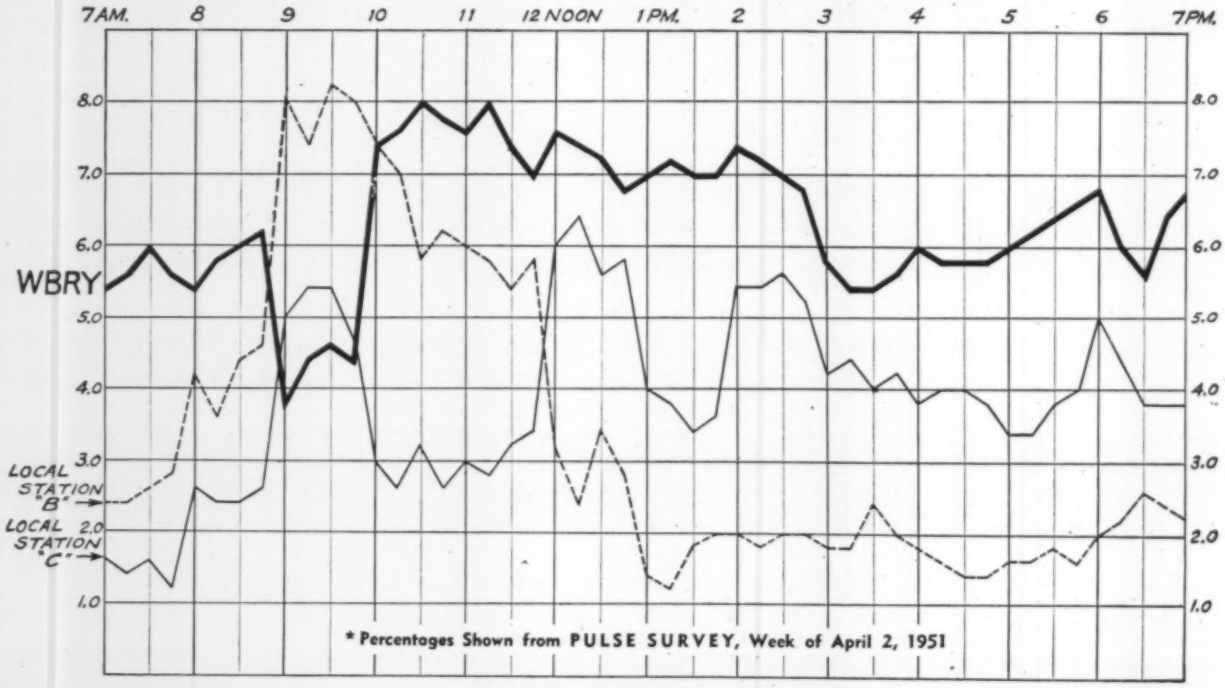
Law Background

Mr. Warren was graduated from the U. of Maine in 1941 with an A.B. degree, and from the Boston U. School of Law in 1948. He has been in general law practice in Rockland, Me., since 1949.

As a naval officer in World War II, he was commanding officer of small craft in the Pacific Theatre. He was released to inactive duty with the rank of lieutenant (s.g.).

He is a member of the Junior Chamber of Commerce of the United States.

This new PULSE survey tells the Daytime Story in Waterbury, Connecticut



Ask your Avery-Knodel man for the good news about..

WBRY

CBS and 5000 watts in Waterbury, Connecticut

WOAI'S ANSWER TO ANA!

(GEORGE DURAM PLEASE NOTE)

Here's WOAI coverage and cost for which the ANA recommends a 5% decrease—

	1942	1951
Radio Families	349,610*	767,365**
Minus TV Families (on the basis used by the ANA)		41,500***
Net "Radio-only" Families	349,610	725,865
Basic hour rate (network)	$300.	$340.
% Increase radio families		+108%
% Increase hour rate		+ 13%
If rate were adjusted to audience increase, WOAI'S rate should be		**$624**

*NBC Survey, 1942: **BMB — 1949 + 3.6% adjustment to 1951:
***NBC Estimate, March 1951

WOAI INSTEAD OF CUTTING RATE MIGHT LOGICALLY INCREASE FROM $340 TO $624 OR 84%

WOAI STILL serves the Southwest at $340 an Hour

San Antonio
25th AMERICA'S FASTEST GROWING MAJOR CITY

Represented Nationally by
EDWARD PETRY & COMPANY, INC.
New York, Chicago, Los Angeles, St. Louis
Dallas, San Francisco, Detroit

CLEAR CHANNEL · 50,000 WATTS
WOAI
SAN ANTONIO

Networks' Stand

(Continued from page 23)

some have been expected to withdraw if the agency should undertake fundamental research.

The question of their "continuing interest in and complete support of the radio medium," and of BAB, was put bluntly to the four networks.

In a letter to the president of each, the committee reported that "it appears there is a wide-spread feeling on the part of the network affiliates that some major radio networks no longer have a vital interest in AM radio."

"We do not believe this to be true," the letter continued. "We know of your recent activities in radio promotion and research. Yet the network rate cut, in the face of all the facts, is difficult to rationalize.

"The failure of the networks to strongly support BAB is also extremely hard for the broadcasters to understand. BAB was organized by all segments of the industry as a medium for the promotion and development of radio—and it can succeed completely only with full industry support."

In asking the network presidents to state their positions as to interest in and support of radio, the committee observed that "such a statement should have a salutary effect on our industry."

"The committee respectfully urges you to reply to this letter as promptly as possible and to make your reply public, as we are doing with this letter to you," the letters said.

The letter to the networks and the report to affiliates were released Friday.

The letter to ANA members, being released today (Monday), told the advertisers that the committee, "as representatives of that great medium, radio, which many of you gentlemen have used to build your companies to their present eminence, wishes to take stock with you."

If the ANA's report on radio rates in TV markets were put into effect, the committee said, "it is extremely doubtful that any national network could exist, nor could good individual radio stations continue to operate in television markets."

Rate 'Negligence'

Professing "negligence" in the radio industry for failure to raise rates through the years "to keep pace with the increased impact of our medium," the committee asked for an objective, dispassionate examination of "our positions —yours as a buyer and ours as a seller in the mutual venture of radio."

The letter continued:

Radio, as you gentlemen know, is the only medium to which 95% of the homes in America subscribe. It's still growing. In 1950, 14 million new radios were sold—and as of this very day radio distributors in 36 areas—many of them television centers—report radio receiver demand in excess of supply.

We know everyone will buy as cheaply as he can, and that we understand. Overzealous, competitive, upward bidding for name talent, both by advertisers and networks, initially caused the dike to break, but will you force the breech so that all your fertile fields in radio are flooded?

The committee said that radio apparently has "missed the boat" in its expenditures of "tens of millions" in research and promotion, because "it would seem that you now think radio is priced too high."

Actually, the letter said, radio "has been, and still is, under priced both in relation to other media and also on the basis of returns."

The committee suggested that "perhaps we've tried too hard to furnish you detailed data. Compared to our Hooper, Nielsen, Pulse, Conlan, Radiodex, Crosley, ARB and all the rest, the elemental pattern of Audit Bureau of Circulation (which you seemingly accept without question) is child's play.

"Gentlemen, it is known that there are newspaper and magazine readership studies, but we assume most of these must be marked 'classified', since very few see broad daylight."

The "frenzy" of newspapers upon the advent of radio was compared with the current excitement over TV's effects. Like radio, the committee said, "TV, too, will take its orderly place in the scheme of advertising media."

Cite Investment

It was pointed out that advertisers "have a stack of blue chips in radio (1950: $450 million)," and that therefore "we know you really believe in the medium as we do. So, away with these hassels and skirmishes that have had serious results for both of us, and, if pursued, might well be ruinous.

"We . . . believe that radio, far from being on the down grade, is only on the threshold of its greatest usefulness—We feel that you have the same fundamental view. Only together can we make that greater usefulness a reality.

"We will welcome an opportunity to sit down with any group you designate for a full exploration of this subject."

When the Affiliates Committee convened, some 200 stations had volunteered their support — and about $13,000. Telegrams were sent out Tuesday to affiliates who had not responded, and by Thursday 150 additional replies had been received. The committee, in its report, called it "an eruption of support."

"The final results will not be available for several days," the report said, but "the committee is more than ever convinced there are fields in which it should and can operate to the lasting benefit of the affiliates and the entire radio industry."

Only four of the responses to Tuesday's telegrams failed to offer moral and financial support to the committee.

Reviewing its letters to the networks and ANA, and inviting ideas from individual affiliates, the committee pledged that "with the encouragement we have thus far received, we will constantly guard the interests of our backers as well as that which we regard as the very real interests of the entire radio industry."

NARTSR's support of the Affiliates Committee's actions led to the appointment, by NARTSR President Robert Meeker, of Robert Meeker Assoc., of a three-man committee to confer with Affiliates Committee Chairman Morency. The committee is composed of Mr. Meeker; Joseph Weed, NARTSR director and head of Weed & Co., and Wells H. Barnett Jr., chairman of NARTSR's promotion and public relations committee, and sales development manager of John Blair & Co.

The NARTSR membership also reaffirmed its endorsement of BAB objectives.

NBC's announcement of committeemen to make a basic economic study of network radio said Jack Harris, KPRC Houston, chairman of the NBC Stations Planning & Advisory Committee, had named C. Robert Thompson, WBEN Buffalo; Harold Essex, WSJS Winston-Salem; Harry Bannister, WWJ Detroit; and George Whitney, KFI Los Angeles, in addition to himself.

NBC executives participating, the network said, will be headed by Executive Vice President Charles R. Denny and will include:

Carleton D. Smith, vice president in charge of stations relations; Hugh M. Beville, director of plans and research; Henry T. Sjogren, radio network controller; Norman Cash, director of radio station relations, and David Adams, assistant to the executive vice president, along with members of their staffs. This group, NBC said, already has made a preliminary study.

The project will cover radio values, rates, discounts, sales policies, network operations, and station compensation.

RECORDING ISSUE

Copyright Law Study By House Group

A HOUSE Judiciary subcommittee is going over proposed copyright law revisions with a fine tooth comb. It hopes to come up with some answers that will solve certain recording problems "equitably."

The issue at stake is whether to broaden the law to protect recording rights of authors of poems and novels [BROADCASTING • TELECASTING, May 14]. Law already affords rights to authors of dramatic work.

According to those familiar with the copyright situation, the act does not give the same number of rights for all classes of copyright material although it lists various kinds of material which can be copyrighted and assigns certain rights to each.

Dramatic material is given all rights; music gets performance rights for profit; speeches, sermons, lectures and the like also are given rights for performance for profit, but novels, poems, jokes, etc. are protected for publication only and not for public recitation or performance.

It has been pointed out that the proposed bill (HR 3589), on which the subcommittee already has held hearings, would restrict even the mere broadcast repetition of printed works such as short stories, poems and novels, unless the station gets rights from the author or sticks to so-called "public domain materials."

According to the subcommittee, the points which are being given careful study are (1) the provision on "performance for profit"; (2) whether to accord the same recording rights for sermons or lectures that literary works have, and (3) whether the $250 minimum penalty involved should be reduced to a nominal fee (as desired by broadcast spokesmen).

It is believed the statutory infringement fee, which would be set at $250, may be lowered as a concession to broadcast representatives. Charge of $100 has been suggested.

There is also the problem of "educational stations." The legislators are said to be concerned with forthcoming educational TV stations as well as educational radio outlets, long in operation. It is explained that these outlets can not be considered in the same "profit" class as commercial ones.

New Society Seen

One possible effect, which some in the broadcast field, including Vince Wasilewski, NARTB attorney who testified before the committee, have pointed out is that a new-type "licensing society" made up of authors or publishers may be created. This group could attempt to negotiate with each station in the country for poetic "license" in setting a fee.

It also was said that phonograph record manufacturers would face a problem if the bill becomes law in that it contains no clause such as that covering recorded music. The act today stipulates that any composition which a recording company is allowed to record must be made available to all companies who want it, at a stipulated fee. Therefore, unless the bill is modified it is pointed out that one company could get an exclusive on a poet's works at whatever price it is willing to pay and the author accept.

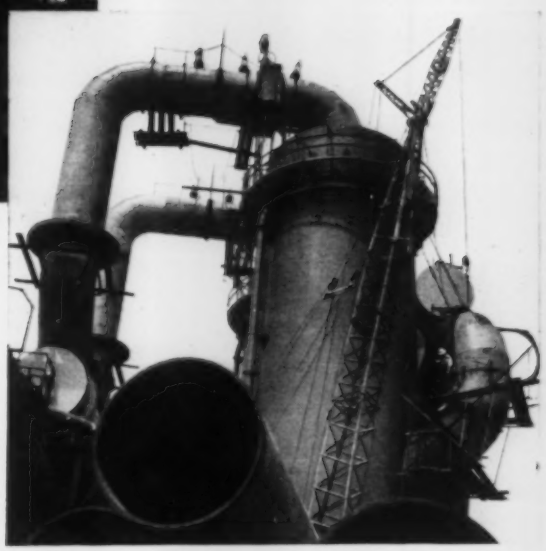
New Florida Local

INITIAL decision looking toward grant of a 250 w station on 1400 kc unlimited in Fort Myers, Fla., was issued Thursday by FCC Hearing Examiner J. D. Bond. Applicant is Robert Hecksher. The case originally had been set for hearing on interference grounds but these issues had been dropped when it was found the interference would occur in swampland.

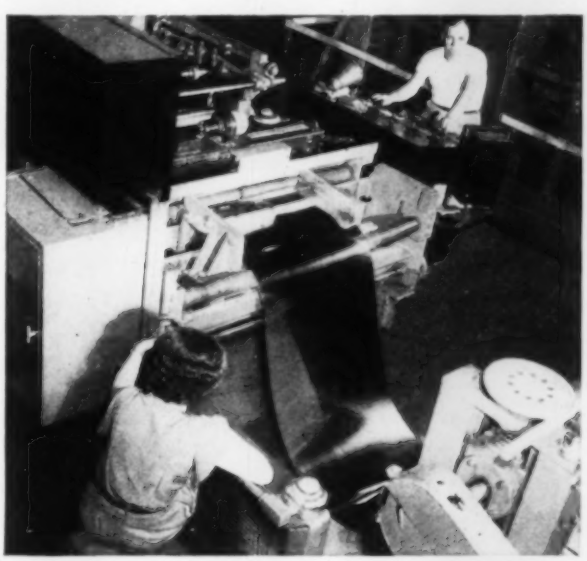
THIS SLOW-BURN HELPS MAKE STEEL FASTER

These pictures show three things being done to speed up the production of steel in America. More than 200 steel companies and more than 600,000 people are at work helping our country to out-produce the rest of the world. Here are some interesting things they are doing:

1 TOAST FOR A BLAST-FURNACE: This machine mixes powdered iron ore with coal, then passes it through a flaming oven. The result is a supply of porous lumps of fused ore that greatly improve production when fed to a blast furnace. Ore supply is stretched because ores with lower percentages of iron can be used.



2 THE SMOKE GOES DOWN AND AROUND: Picture shows construction of a new blast furnace, with "washer" for stack gases. Besides reducing air pollution, such a washer captures tiny particles of flue dust to be caked for re-use as "iron ore".



3 STEEL FOR TIN CANS AT 28 M.P.H.: That's how fast a strip of steel receives its coating of tin in this electrolytic plating machine.

New ideas and new machines soon will have upped American steel capacity 24 million tons (1948 to end of 1952) to a total of 117,500,000 tons. America has more steel mills, more machines than all the rest of the world, but her greatest asset is her productive capacity. If you want to know more about the tradition of "licking the impossible" in American steel production, write for the reprint from STEELWAYS magazine, "Joe (the Magnificent) Magarac." American Iron and Steel Institute, 350 Fifth Avenue, New York 1, N. Y.

The

The latest Pulse of Birmingham proves once again that WAPI news is hot news for advertisers. It shows that WAPI broadcasts eight out of the top ten news programs, day and night, Monday through Friday.*

best

Best is the word for WAPI news. And for WAPI's star newscasters. Newsmen like CBS' Edward R. Murrow (12.9 rating) and WAPI's Lionel Baxter (9.0 rating, 5:30-5:45 p.m., Monday through Friday).*

news

News and more news is what Alabama listeners demand. Which makes WAPI news great news for you, too. Because all Alabama is booming with new industry and loaded with spending money.

in

In cases where WAPI quarter-hour news shows compete with other local programs, Pulse shows WAPI news *always* gets a higher rating. You get a bigger audience (more customers) when you choose WAPI news.*

Alabama

Alabama-bound advertisers who know a good buy when they see one should look in on WAPI and get the news. For complete details and availabilities, get in touch with the nearest Radio Sales office or...

*Pulse: Mar.-Apr. 1951; Mon.-Fri.

WAPI

"The Voice of Alabama"
CBS in Birmingham
Represented by Radio Sales

WAGE Syracuse was the scene of a sales meeting attended by station executives and representatives of the O. L. Taylor Co. New York and Chicago offices May 5. Playing host was William T. Lane (seated, second r), WAGE general manager. Seated (l to r) Stuart M. Kelly, William T. Rich, Bates Halsey, Lloyd George Venard, Irvin Gross, O. L. Taylor Co. New York office; Mr. Lane; Aaron Beckwith, WAGE general sales manager. Standing —Lloyd Walsh, merchandising manager; Jack Driske, production department; Carl Silfer, musical director; Lou Parmentier, sales staff; Don Langham, chief engineer, all WAGE; Robert J. Feihel, Taylor Chicago office; Gordon Alderman, program director; Truman Rice, production department; Art Knorr, sales staff; Peg Morris and Norma S. Lane, sales and executive secretaries; Olga Guercio, continuity writer.

RETAILER SALES

Neubert Cites Radio's Pull

RETAILERS who don't use radio are losing "a substantial volume of business" which they could pocket neatly through intelligent use of the aural broadcast medium, H. Norman Neubert, merchandising manager of NBC's Owned and Operated Stations Div., told a Merchandising and Management Conference at the U. of Maryland last week.

"Radio has proved that it can pay its way in sales," Mr. Neubert told a Monday afternoon session, citing case histories to demonstrate radio's sales pull.

Referring to the more than 100 studies conducted by The Advertising Research Bureau Inc., independent research organization of Seattle, which conducts point-of-sale interviews to measure the relative effectiveness of radio and newspapers, he said:

"The ARBI studies showed that 55 out of every 100 customers were drawn into the store by advertising; 25 of these 55 were attracted by radio, 22 by newspaper and only eight were influenced by both media. That would indicate that with only eight customers reached by both media there is comparatively little overlap between the store's radio and newspaper markets."

In the tests, Mr. Neubert pointed out, the stores allotted equal budgets to both media.

"The retailer who uses newspapers exclusively is automatically losing out on a large slice of his potential market; he is missing completely those people who are influenced strongly by radio and little or none at all by newspapers," he said. "By using the beamed program technique and spot saturation campaign on radio, a store can reach groups of customers, many of whom normally would never see, let alone read, the store's newspaper advertising."

Comparing the various media's places in customers' leisure-time activities, Mr. Neubert said:

"Only 25% of the population reads a magazine each day. In the case of both radio and newspapers, a daily circulation of approximately 85% is the norm. Newspaper reading accounts for 58 minutes daily in the average home. Radio listening accounts for four hours and four minutes.

"And the radio figures do not include out-of-home listening or secondary set listening within the home. Out-of-home listening, according to a recent survey, would increase radio listening figures by 20%. Your customers not only have radios, but they spend more time listening to their radios than they devote to any other activity."

Cites Cases

Among radio success stories he cited the case of Schuneman's in St. Paul, which sold $1,875 worth of china on the strength of three WDGY commercials costing $30 altogether. Steiger's in Holyoke, Mass., he pointed out, eliminated newspaper advertising for an annual sale and yet, using radio alone (WHYN), achieved a total sales volume within 6% of the preceding year's sale.

The circumstances of these stores, and others which he cited, are not "different" from those of stores more skeptical about radio, Mr. Neubert noted. "The only difference is the fact that these 'show me' store heads have not recognized radio as the powerful selling medium that it is," he asserted.

Similarly, he said, the ARBI test cases which he cited are "typical" rather than "exceptional":

"The overall average results from the first 50 tests show that 25.6% of the customers who evidenced interest in the test merchandise were drawn to the store by radio alone; 21.7% of the customers were attracted by newspaper advertising alone; 7.8% were influenced by both media, and 44.8% had miscellaneous other reasons for coming in to look at the test items.

"In 72% of the tests radio actually out-pulled newspaper in the number of customers it produced per advertising dollar spent. In the balance of the tests radio

(Continued on page 89)

THE BEST COSTS LESS

See Centerspread This Issue

ON THE AIR EVERYWHERE 24 HOURS A DAY

L. B. Wilson

WCKY

CINCINNATI

50,000 WATTS OF SELLING POWER

OIL NEWSLETTER

PUBLISHED BY THE OIL INDUSTRY INFORMATION COMMITTEE — NUMBER 18 OF A SERIES

INTERPRETIVE DATA on current developments
in the oil industry...for your information:

The 178-million horsepower in mechanical energy of oil-powered tractors, trucks, and engines on American farms today exceeds all power in American factories, and is twice that on farms only ten years ago. In that period it has boosted farm output per man hour about 50 per cent.

This mechanical energy is one of the big reasons why the U.S., with fewer farm workers in action, now normally produces 40 per cent more than in the best bumper crop years up to 1940.

This oil-powered energy serves farmers and the nation in many other ways. It has released for food production 15 million acres formerly required to produce feed for horses and mules. It has speeded the spread of stubble-mulching, contouring, strip-cropping, and other soil-conservation practices. Its contribution to the extension of grassland farming helps open up a potential of hundreds of millions of depleted acres that may be restored to productivity.

Other examples of the inter-relation of oil and farming for the good of the nation include the role played by petroleum in the control of weeds. Petroleum chemicals in the form of fertilizers improve the productivity of soils. Insecticides help protect plants, animals, and human beings. Rust preventives conserve farm machines and equipment. Cooking, water heating, refrigeration, space heating, and various power duties are among the farm uses for liquefied petroleum gas in many areas.

America's thousands of privately-managed oil companies, striving to outdistance each other in improving current products and development of new products, have helped the American farmer in countless ways. These contributions combine with a host of others in many related fields in science, research, and industry to give American agriculture a productive strength unapproached throughout the rest of the world.

* * * * * *

If you would like further information about the oil industry and its operations, please write to me.

J. H. Miller

Department of Information
American Petroleum Institute
50 West 50th Street
New York 20, New York

NETWORK SHOWS

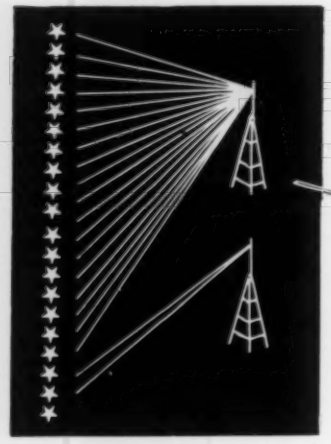
More Programs Sponsored

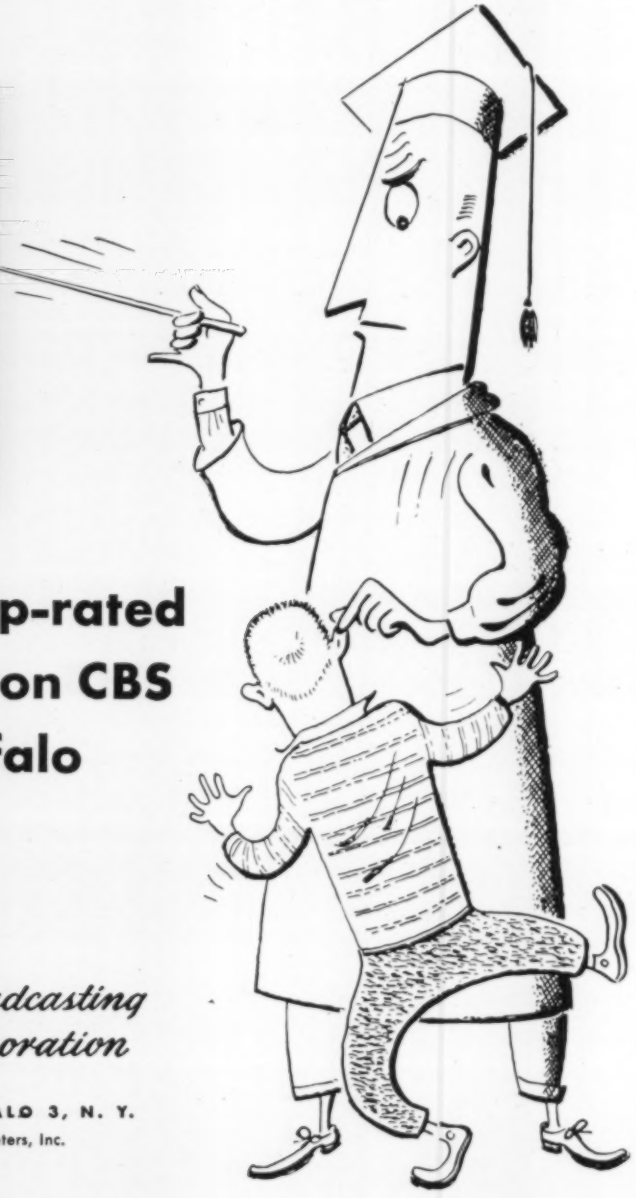
GAINS in the number of sponsored programs on both radio and television networks were reported last week in the new quarterly edition of The FACTuary, published by Executives Radio - TV Service, Larchmont, N. Y.

The report showed sponsored programs on radio networks numbered 224 as of May 1 while those on TV networks totaled 165. By comparison, the totals on Feb. 1 were 214 sponsored radio network shows and 159 on television networks.

The report also showed 163 TV networks sponsors as against 129 radio network advertisers. The number of advertising agencies currently handling radio network accounts was placed at 81; those handling TV network accounts, 86.

JUDGES for the National Essay Contest sponsored by the Advertising Federation of America are (l to r) Dr. Charles M. Edwards, dean, School of Retailing, New York U.; Ken R. Dyke, Young & Rubicam Inc.; Helen Valentine, editor-in-chief, *Charm* magazine; William C. Gittinger, vice president, CBS, and J. F. Oberwinder, president, D'Arcy Advertising Co. and judges chairman. The judges met in New York to select national winners. Top award, $500 and all expenses to the AFA 47th annual convention in St. Louis, will be presented to the winner at the convention on June 11. Second award is $200 and certificate; third, $100 and certificate





18 of the 20 top-rated programs are on CBS . . . and in Buffalo CBS is WGR

WGR 550 *Broadcasting Corporation*

RAND BUILDING, BUFFALO 3, N. Y.

National Representatives: Free & Peters, Inc.

Leo J. ("Fitz") Fitzpatrick
I. R. ("Ike") Lounsberry

SCAAA MEETING

Radio, TV To Share Honors

RADIO and television will share top honors at the first annual two-day conference of the Southern California Advertising Agencies Assn., to be held May 25-26 at Rancho Santa Fe (Calif.) Inn.

Roundtable discussions in each medium will be featured, the television panel to be held the first day of the sessions; radio panel, the second.

Participating in the TV session will be Robert F. Laws, sales manager ABC-TV Western Division, whose subject will be "New Developments in TV Circulation, Impact, Advertising and Usefulness"; Richard L. Linkroum, director, CBS-TV Hollywood, "How To Improve Your Commercials for Specific Classes of Products"; Wes Turner, president, Westurner Co., TV engineering consultant, "What You Should Know About the Technical Side"; MacGregor Eadie, sales representative, KNBH (TV) Hollywood, "Making and Keeping Peace With the Continuity Editor"; Seymour Klate, art director, KTTV (TV) Los Angeles, "How The Art Director Can Help"; Charles B. Brown, director of TV sales, Bing Crosby Enterprises, Los Angeles, "Why and How To Use Films"; Haan J. Tyler, manager, KFI-TV Los Angeles, will be panel chairman.

Radio panel will consist of Wilbur Edwards, assistant manager, KNX Hollywood and Columbia Pacific Network, who will speak on "What's Different About Radio Out Here"; Kevin Sweeney, sales manager, KFI, "New Findings in Radio Research"; Sydney B. Gaynor, commercial manager, KFWB, "What's Current in Los Angeles Radio"; John C. Merino, manager, KFSD San Diego, "What's Current in San Diego"; Ward D. Ingrim, vice president and general sales manager, Don Lee Broadcasting System, "What's Current in California and Pacific Coast Networks"; Thomas Frandsen, sales manager, KMPC Hollywood, "More Retail Business for Agencies." Chairman will be Robert J. McAndrews, managing director, Southern California Broadcasters Assn.

Main speaker of the two-day conference will be Russell S. Barnes, director, Bureau of Advertising, New York, Raymond B. Gage, president, Clarence B. Juneau Adv. and SCAAA president, will preside.

Robert Brethauer

ROBERT E. BRETHAUER, 33, timebuyer at J. Walter Thompson, Chicago, died May 11, after a serious illness. He had worked at JWT since January, when he left an ABC Chicago network sales post. Mr. Brethauer joined ABC in 1945 in network sales service, and worked as assistant manager and manager until 1949 when he was named network salesman for the Minneapolis area. He was a chief petty officer in the Navy, serving in the states and the Pacific during the war, and was a graduate of Central YMCA College and Loyola U., Chicago. His widow survives.

tangible, telling results!

Reaches early morning audience

Reaches teen-agers

Sold full day's quota of coffee before 9 AM

People come from distant points

advertising
DONALD W. GARDNER

March 26, 1951

Mr. Thomas Judge
WBZ
Soldiers Field Road
Boston, Massachusetts

Dear Mr. Judge:

WBZ should be proud of the sales results that they are producing for the Smith House, 500 Memorial Drive, Cambridge. Right now the program that we have with you on the Carl de Suze show in the morning from 8:00 to 8:20 has brought more tangible results to the Smith House than anything we have ever done.

The program mentions the younger set at the Smith House in the evenings. The Saturday night following this first program the Smith House was packed with this younger set. Carl de Suze has mentioned having breakfast at the Smith House before going to the station in the morning. Before this announcement there might have been ten or twelve regulars, but since the discussion, this breakfast group now has over fifty regular members.

Recently Smith House introduced their own coffee. We set up a possible daily quota and watched the sales for the first week. WBZ plugged the coffee one morning and that same morning they sold their quota of coffee for the day before 9:00 A.M. Another fact that we can actually attribute to the radio is where people come from distant points--the western part of the state, Connecticut, New Hampshire, and Vermont--and come in and say, "This is the first time I have been to Boston, and I want to eat at the Smith House because I listen to Carl de Suze every day."

You know that we recently gave you a Till Forbid contract for WBZ for the Smith House.

Very truly yours,

DONALD W. GARDNER, ADVERTISING

Donald W. Gardner

Donald W. Gardner
President

The Carl de Suze Show.. favorite radio fare for thousands of New Englanders each morning from 8:00 to 8:30.. keeps moving merchandise for a growing list of participating sponsors! As this letter shows, the Smith House is one of them.. an important example, because this advertiser sells *both* service and merchandise. Important, too, are Carl de Suze's frequent public appearances.. not only in Boston but in *five* New England states. For details, check WBZ or Free & Peters.

WBZ BOSTON
50,000 WATTS
NBC AFFILIATE

WESTINGHOUSE RADIO STATIONS Inc

KDKA · WOWO · KEX · KYW · WBZ · WBZA · WBZ-TV

National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

Radio—America's Great Advertising Medium

AFTER experimental test programs, June Dairy signed for sponsorship of series of shows on WLIZ Bridgeport, Conn. Phil Grant, adv. mgr., June Dairy, signs contract as Philip Merryman (seated), WLIZ president, looks on. Standing (l to r): Manning Slater, WLIZ coml. mgr.; Wallie Dunlap, prog. mgr.; Steve Machcinski, Adam J. Young Jr., and Ed Fitzgerald, Fitzgerald Attractions.

FORT PITT Brewing Co., Pittsburgh contracted for *Bold Venture* over KDKA Pittsburgh Fridays. Completing pact is Michael Berardino, brewing firm pres. With him are Faris Feland (l), BBDO account executive, and George Tons, KDKA sales mgr.

TOAST to White Rock upon acquisition of *American Jewish Caravan of Stars* Sunday on WMGM New York is offered by Bert Lebhar (seated, l), sta. mgr., as Tom Prosser, firm's sls. prom. mgr. signs contract. Standing, Chuck Feld (l), adv. mgr., and Hal Davis, Kenyon & Eckhardt v. p.

HAMADY BROS. Super Markets, Flint, Mich., signs for *Smilin' Max Henderson Show* on WTAC Flint. L to r: (seated) Mr. Henderson and Robert Hamady, Hamady sec-treas.; (standing) Jon R. McKinley, WTAC gen. mgr.; Ralph Brockway, Hamady ad dir.; Ralph F. Spangler, WTAC acct. exec.

PETER HAND Brewing Co. (Meister Brau) contracts for daily early morning show on WBBM Chicago. Signers are Andrew Gantner (l), adv. mgr., and Ralf Brent, sta. sls. mgr. Looking on (l to r) Jim Conway and John Harrington, emcees. Agency, BBDO.

WFAA Dallas sets six-month spot saturation campaign for Aunt Jemima Family Flour. Inking pact is J. B. Farris, sls. mgr., Sherman, Tex., Div., Quaker Oats. Standing (l to r) George Utley, WFAA natl. radio sls. mgr.; Richard Drummy and Buell Herman, Edw. Petry & Co., Dallas; Al Bishop, acct. exec., Ruthrauff & Ryan, Chicago; V. C. Hathaway, Quaker Oats, and John Guerry, R&R production.

SELL RADIO!

Jordan Points to Need for Aggressive Promotion

RADIO is operating at a record level but requires an aggressive selling campaign to answer its detractors, according to C. L. Jordan, executive vice president of N. W. Ayer & Son, Philadelphia.

Addressing the Georgia Tech Club in New York last Tuesday, Mr. Jordan chided broadcasters who have a defeatist attitude (see story this issue).

"Radio, in 1951, has more stations, more sets in more homes and more advertisers using it than ever before in its history," Mr. Jordan said. "Certainly, from that background can come a vital new promotion program for the industry."

Recalling the upward trend in radio set sales during the last two years, he recalled that sales are now at an all-time high rate. As to TV's impact on broadcasting, he said: "A defeatist attitude based on novelty effect, whether in radio, sports or general entertainment, is a much more serious enemy than television itself.

"Our great industries are built by confident, courageous promotion. A new competitor usually is a spur to new, aggressive thinking—and often to new expansion for both. When radio skyrocketed to great national visibility, many people thought it would mean the end of home phonographs and record sales. Who would buy them—when you could get plenty of music free by just turning a dial?"

Victor Promotion

Mr. Jordan reminded that Victor record sales dropped but the company employed new promotion tactics and soon was breaking sales records. He said 1950, TV's big year, also was a record year for total daily newspaper circulation.

"Nearly everybody predicted television was sure to destroy radio," Mr. Jordan continued. "And, I am sorry to say, a lot of the important factors in radio were leading the funeral procession.

"No one questions the fact that television cuts into radio listening. That has been clear in every study.

"But the blackest picture I ever have seen painted still showed radio listening more than two hours a day in homes with television. That's more time than is spent reading newspapers, or magazines, or books. In fact, it is still the largest amount of time spent on any form of recreation except television itself.

"And the millions of homes without TV still listen to radio more than four hours a day. That doesn't sound like a sick industry to me.

"Neither do the cold, hard facts of radio's growth.

"More radio stations have been built in the last five years than in the 25 years prior to television. The number of radios in operation hit an all-time high in 1950. Fifty-four million new radios have been sold while TV was selling 10 million new sets."

Mr. Jordan saw a serious problem in radio's "old static measurements of audience ratings and domination by big-name network programs," making it vulnerable to television.

"On the other hand," he said, "if radio developed its full potential it could offer many more advertisers the lowest cost of reaching people of any form of mass communication."

R. D. VALENTINE

WQXR Chief Engineer Dies

RUSSELL D. VALENTINE, 51, chief engineer of WQXR-AM-FM New York, and pioneer radio technician, died last Tuesday at his home in Queens, New York, after a long illness.

A member of the station's technical staff since 1929, when it was known as W2XR, he had served as its chief engineer since the station became WQXR in 1936. He was credited with building the station's 1 kw and 10 kw transmitters at Maspeth, L. I., and with the technical layout of its modern control rooms and studio, completed last year.

He had participated in the experimentations out of which developed high-fidelity broadcasting, beginning as "ham" operator in 1914, and adding each new invention to a transmitter he had built for his own use. A member of the American Amateur Relay League, he had received its WAC and AARL certificates.

Born in Woodbridge, N. J., where he attended public schools, Mr. Valentine later studied radio at Columbia U. He is survived by his widow, Martha; a sister, Mrs. Ruth Chase of St. Mary's City, Md.; and three brothers, Irving R. of Conneaut, Ohio; Earl of New Haven, Conn.; and Leroy of Sewaren, N. J. Burial Friday was in Alpine Cemetery, Perth Amboy, N. J.

Ad Agency Task Force

VOLUNTEER task force advertising agency for the Advertising Council's new Industrial Steel Scrap campaign will be the James Thomas Chirurg Co., Boston and New York, the Council announced last week. Howard G. Sawyer, Chirurg copy director, has been named supervisor of all campaign advertising materials. The campaign is being undertaken at the request of the National Production Authority and the American Iron & Steel Institute's Iron and Steel Scrap Committee.

"That's right.... *church closed"*

"No, this didn't happen in a communist country.

"Happened right here in town. We'd just gotten home from a motor trip and, of course, hadn't heard what happened.

"Been going to that church about fifteen years, so what a shock it was when Officer Povey stopped us at the door. *'That's right,'* he told us, *'I said church closed!'*

"Then he explained. There'd been a fire in the church the day before and he was shooing folks over to the Guild Hall for services. Mary and I looked at each other . . . then grinned. We'd *both* had the same crazy idea that the State had taken over the churches.

"That night Bill and Edna Johnson dropped in for TV. We told them what happened at the church. And about the crazy idea we had. But Bill asked, *was* it so crazy? Then he pointed out that it *had* happened in other countries. So we all got talking real serious.

"All week I've had it on my mind . . . *suppose we had no Freedom here?* Suppose the State took over religion, the press and professions like music, medicine and art? Suppose they took over industry and made me work where I didn't want to? Suppose the State took over our house? And suppose, on election day, we had our choice of *one* candidate?

"Maybe I don't run my life perfectly but I sure wouldn't want the State to run it for me! Y'know, every Thanksgiving we give thanks for the good things we have . . . all of which add up to Freedom. *So why shouldn't we all be just as thankful the* other *364 days, too?"*

REPUBLIC STEEL

Republic Building, Cleveland 1, Ohio

Republic BECAME strong in a strong and free America. Republic can REMAIN strong only in an America that remains strong and free . . . an America whose vast Agricultural Industry is unsurpassed. *And through Agriculture, Republic serves America.* Republic produces quality steels for *all* industries and much of it can be found in thousands of agricultural tools and equipment for field, pasture and farmstead. Thus, Republic works with the farmer to help keep America the best fed nation on earth.

This message is one of a series appearing in national magazines, and in newspapers in communities where Republic mills, mines and offices are located. For a full color reprint, or permission to broadcast or telecast, write Dept. M Republic Steel, Cleveland 1, Ohio.

LEE WILL CLAIMS

Settled Out-of-Court

WITH out-of-court settlements being agreed upon and thus eliminating a legal contest, the 27-word will of Thomas Stewart Lee, heir to the late Don Lee's broadcasting and automobile distributing fortune, was admitted to probate in Los Angeles Superior Court last Tuesday.

He left his entire estate of more than $8 million to an uncle-by-marriage, R. Dwight Merrill, 81, Seattle lumberman.

Mrs. Nora S. Patee, maternal aunt of Thomas Lee, who had attacked the validity of the will [BROADCASTING • TELECASTING, Feb. 27, 1949], dismissed her contest and is to receive "a certain percentage" of his estate, according to attorneys, who declined to be more specific.

Settlements also were reached with the late Don Lee's two adopted daughters, Mrs. Christine L. Reiber of Metchen, N. J., and Mrs. Elizabeth L. Frey of West Los Angeles. Lawyers representing the sisters, while not revealing settlement terms, declared they involved "a specific sum." Before the estate is distributed, terms of settlement must be made a matter of public record.

Willet Brown, president of Don Lee Broadcasting System and lifelong friend of Tommy Lee, is to appear in probate court to testify as to authenticity of the will, dated Sept. 6, 1934. The document is in Tommy Lee's own handwriting.

Taxes and administrative expenses have reduced the value of the estate from $12,726,944.45 to $8,094,170.40.

The figures were furnished to the Superior Court in the first account filed by Los Angeles Public Administrator Ben H. Brown.

Mr. Brown's account shows the estate was charged $4.5 million for federal estate taxes by the Collector of Internal Revenue. Other taxes, administrative expenses and claims honored, the account also disclosed, totaled $132,774.05 from the date of Thomas Lee's death, Jan. 13, 1950, to April 1, 1951.

U. S. POPULATION

July Estimate Up 542,639

ESTIMATED population of the United States as of July 1, 1950 was 151,240,000, compared to the 1950 decennial census figure of 150,697,361. The decennial census was taken in April 1950.

Estimates of total and civilian population by regions, divisions and states were made public by the U. S. Census Bureau. Amount of change and percentage are shown for both population counts.

The mid-1950 figures are comparable with the annual July 1 population figures released by the bureau. Factors included in the estimates are births, deaths, civilian migration along with loss and gain due to the armed forces.

STILL THE LEADER

Latest* Rating Gives WREN 9.7 Lead Over Next Station

— Best Daytime Buy! —

WREN

ABC

5000 WATTS TOPEKA

WEED & CO. NATIONAL REPRESENTATIVES

*Average Daytime Share of Audience, Hooper Feb.- Mar. 1951

WHEN SPRING thaws and ice jams caused the Sioux River to overflow its banks, KELO Sioux Falls covered flood areas by jeep, plane, boat and, wherever possible, by foot. Through personal observation, taped word-pictures and interviews, KELO was able to give full flood coverage April 5-7. In addition to its flood coverage, KELO assisted the Red Cross and municipal authorities in instructing residents prior to and during evacuations Above (l to r), Lieut. Comdr. C. L. Henley, a rescue worker, is comparing notes with Evans A. Nord, KELO station manager, and Dean Montgomery, KELO newscaster, to whom much of the credit went for KELO's coverage.

CBS PACKAGE

Wrigley Buys Six Shows

CBS PACKAGE of six shows will be sponsored by the William Wrigley Jr. Co., Chicago, during the summer takes the air July 3 with the broadcast of *Pursuit*. Products which will be advertised on the programs are being set now by the agency, Arthur Meyerhoff, also Chicago.

The entire package, similar to that purchased by the same concern on CBS last year in a saturation plan, is as follows: *Pursuit*, from July 3 to Aug. 21, Tuesday, 8-8:30 p.m. CDT; *Lineup*, July 5-Aug. 16, Thursday, 8-8:30 p.m. CDT; *Rate Your Mate*, July 7-July 28, Saturday, 7-7:30 p.m. CDT; *Broadway Is My Beat*, July 8-Aug. 12, Sunday, 8-8:30 p.m. CDT; *Romance*, July 16-Aug. 20, Monday, 8-8:30 p.m. CDT, and *Yours Truly, Johnny Dollar*, July 18-Aug. 15, Wednesday, 8-8:30 p.m. CDT.

L.A. OUTLETS

AFRA Opens Negotiations

NEGOTIATIONS started May 14 between the Los Angeles local of AFRA and 13 local independent stations on the re-opening of contracts covering staff announcers [BROADCASTING • TELECASTING, May 14].

The union seeks cost-of-living increases for announcers in accordance with a present contract clause that allows re-opening of the contract in the event of a 10 point rise in the cost of living. Meeting with AFRA was KFAC KFWB KFVD KMPC KGFJ KRKD KLAC Los Angeles; KXLA KWKW KALI Pasadena; KGER KFOX Long Beach; KIEV Glendale. Further meetings were scheduled for late last week or early this week.

SLOAN AWARDS

Safety Presentations Made

ALFRED P. SLOAN Awards for highway safety in 1950 were presented to two radio and one television station, three radio and one television advertiser, one radio network, and one non-commercial educational radio station [BROADCASTING • TELECASTING, May 7] at a presentation dinner at the Waldorf-Astoria in New York last Tuesday.

Alfred P. Sloan Jr., founder and president of the Sloan Foundation and chairman of the board of General Motors Corp., presented the awards after the names of the winners were recounted by Charles R. Cox, chairman of the board of the National Safety Council, which administers the Sloan awards. Pyke Johnson, president of the Automotive Safety Foundation, presided. Principal speaker was Robert Young, star of *Father Knows Best*, which won an award for Maxwell House Coffee in the sponsored network program category.

Accept Awards

Awards winners and the executives who accepted them were:

WNAR Norristown, Pa. (local station sustaining program category)—Farris E. Rahall, executive director.

WWJ-AM-FM Detroit (regional station, sustaining programs)—Don DeGroot, manager.

NBC (networks, sustaining programs)—Edward Stanley, manager of public affairs and education division.

WNBW (TV) Washington (TV sustaining program)—Ralph Burgin, program director.

C. W. Kelley Transport Co., Hutchinson, Kans. (local station commercial programs)—C. A. Sutherland, secretary-manager, Tank Truck Carriers Inc.

Plymouth Dealers of Greater Detroit (regional station commercial program—Jack Rose, president. (Programs were on WWJ-AM-TV.)

Maxwell House Coffee Division, General Foods Corp. (network commercial program)—J. K. Evans, general manager of the division. (Program on NBC.)

Local Chevrolet Dealers Assn. (regional TV network program)—Roy Zabriski, president, Local Chevrolet Dealers Assn. of New York.

WUOT-FM Knoxville, Tenn. (noncommercial educational station)—Kenneth Wright, director of broadcasting.

WOMEN'S CLUBS

Network Radio Awards Made

GENERAL Federation of Women's Clubs, meeting in the Shamrock Hotel, Houston, last week announced radio awards to networks for the best program for children, for the whole family and for adult listening.

A special award was made to *Cavalcade of America* (NBC) as the only program which received a substantial number of votes in all three categories.

IMMEDIATE DELIVERY

Collins 300G . . .

finest of 250watt transmitters

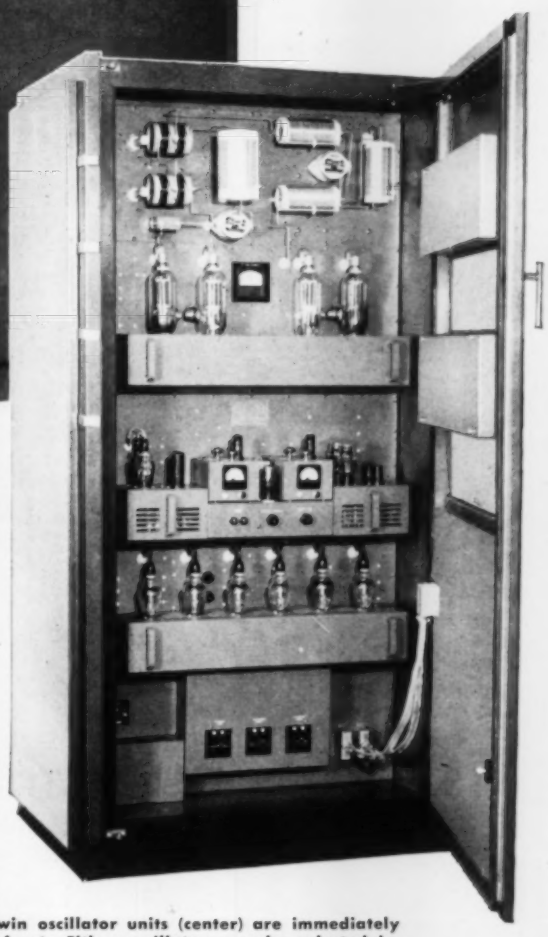
There are no short-cuts in the 300G. It is a product of sound, thorough engineering, choice components, and painstaking construction to high standards. Read the quality features below and you will know why the Collins 300G is the standard of comparison. Remember that today, in transmitters as in automobiles, *the best costs very little more than the cheapest.*

The 300G is the quarter-kilowatt transmitter for the owner who figures he may have to operate over a long period of shortages through the years ahead. You can trust it to see you through, come what may.

And right now, we can make prompt delivery from stock!

We suggest that you get in touch with your nearest Collins sales office at once, for more complete information.

The modern styling of the Collins 300G 250-watt AM transmitter will add a note of business-like smartness to your transmitter house.



All tubes and the twin oscillator units (center) are immediately available from the front. Either oscillator may be selected by means of a switch on the front panel. The other can then be unplugged and removed for servicing, while its twin continues in operation.

QUALITY FEATURES

- Full size cabinet
- Dual oscillators
- Motorized tuning
- Pressured cooling
- Complete accessibility
- Full metering
- High safety factors
- Proved reliability
- Superior operating characteristics

FOR BROADCAST QUALITY, IT'S . . .

COLLINS

COLLINS RADIO COMPANY, Cedar Rapids, Iowa

11 W. 42nd St. NEW YORK 18	2700 W. Olive Ave. BURBANK	1330 N. Industrial Blvd. DALLAS 2	Dogwood Road, Fountain City KNOXVILLE

THE LATEST WCKY STORY

WCKY Sells More than a Million Packages Of Garden Seed for the Lancaster Seed Company in Only Ten Weeks--

MORE THAN ALL OTHER STATIONS COMBINED!

WCKY continues to grow in audience and in effective selling power. This year WCKY sold over twice as much merchandise for Lancaster Seed Company as last year with less time used.

Read the success story on the opposite page. This is typical of the many unsolicited letters WCKY receives from its advertisers for the outstanding results we produce.

THE BEST COSTS LESS IN CINCINNATI

BUY WCKY

INVEST YOUR AD DOLLAR WCKY'S-LY

SHAFFER BRENNAN MARGULIS ADVERTISING CO.

Advertisements inserted in any Publication in the World

4 NORTH EIGHTH STREET

ESTABLISHED 1912

ST. LOUIS 1 MO.

April 26, 1951.

Mr. Charles W. Topmiller,
Station WCKY,
Cincinnati, Ohio

Dear Top:

You have just had such an outstanding success for our client Lancaster County Seed Company that I want to write you about the results. I believe that even though you are used to dealing in astronomical results, you will be surprised.

Last year during a twelve week period, you sold over 480,000 packages of seeds for our client. This was exceptionally good and better by far than the results we got on any other stations, however, this year despite the fact that mail returns generally have been down, you sold in a ten weeks period, over 1,010,000 packages of seeds!

You produced more orders by far than all the other stations combined which we used.

Any additional comments I might make would be superfluous so I'll close and say, "Thanks a lot for a terrific job".

Most cordially,

SHAFFER BRENNAN MARGULIS ADVERTISING CO.

Chick

SIR:FC S.I.Rosenfeld

Call Collect: **Tom Welstead**
Eastern Sales Manager
53 E. 51st St., New York City
Phone: Eldorado 5-1127
TWX: NY 1-1688

or

C. H. "Top" Topmiller
WCKY Cincinnati
Phone: Cherry 6565
TWX: Ci. 281

L. B. Wilson

WCKY

CINCINNATI

FIFTY THOUSAND WATTS OF SELLING POWER

editorial

Equalized Research

ABOUT the most sensible suggestion that has come to our attention since the rate-cut crisis struck radio was made by Frank Pellegrin, vice president and secretary of H-R Representatives Inc. and onetime director of the former NAB Bureau of Broadcast Advertising.

As reported in this publication last week, Mr. Pellegrin believes that Broadcast Advertising Bureau, the autonomous organization that replaced the department he once headed, has a rare chance to be the leader and standard bearer for which the industry is desperately looking. What BAB must do, to earn such a position, is to "lay out an aggressive campaign of positive action and get immediately to work," Mr. Pellegrin said.

The assignment that Mr. Pellegrin proposes for BAB is the ambitious but not impossible job of restoring perspective to media research. Radio has allowed the growth of research techniques that give radio the shortest possible count and give radio's competitors the longest.

While radio provided advertisers with minute-by-minute audience figures, newspapers and magazines talked only in terms of total circulation. As Mr. Pellegrin pointed out: "Radio has spent over $37,800,000 in research services which *limit* its 'circulation', whereas newspapers and magazines combined have spent only a paltry $6 million to count and certify *total* circulation, which says not one thing about inch-by-inch readership."

The rate-cut stampede in radio has been caused by hysteria over television. In terms of radio's total circulation, TV has actually had little effect, just as it has had little effect on total newspaper or magazine circulation. In terms of minute-by-minute radio listening in some communities, however, TV influence is apparent. How much influence has TV exerted on newspaper and magazine readership? If anybody knows, he isn't telling.

Mr. Pellegrin proposes, and we fervently endorse, a campaign to create a demand for *comparable* research of all media. A good start for such a campaign would be pilot studies of all media to find out what TV has done to each. The organization to do such studies, Mr. Pellegrin believes, is BAB.

We agree. And we add that BAB should be given powerful support from the industry at large and should coordinate its efforts with the Affiliates Committee which, being composed of network stations, has a first-hand familiarity with the rate-cut debacle. BAB, the Affiliates Committee, and everybody in broadcasting have a chance to recover initiative that lately has been lost. It would be a pity if the chance were ignored.

WE pause here to pay homage to George Kirtland and Holiday *magazine, as daring a team as we have lately come across. Mr. Kirtland wrote, and* Holiday *published in its current issue, an article that says he does not own a television set because he still gets all the enjoyment he wants out of his—now get this—his radio. Mr. Kirtland and* Holiday *are courageous indeed to take such a favorable attitude toward radio, which most popular authors and magazines are trying to bury alive. A suitable reward for Mr. Kirtland, we suggest, would be a television set. With radio* and *TV, his enjoyment would be complete.*

Fee-Bite Again

THE FEE-BITE is on again in Congress. The House has passed a bill to allow government agencies, such as the FCC, to assess charges for special services rendered. This isn't necessarily a franchise tax, or a "license fee," although it could reach that undesirable point. A one-year "test" is indicated.

It is easy to understand why Congress is trying to tap every possible revenue source. Evidently, projected tax increases won't do the job. Radio and TV paid taxes on a half-billion dollars in revenue last year. It cost the FCC about $6,500,000 to operate, of which probably half was spent for common carrier, safety-of-life, telephone and telegraph regulation. So it readily can be seen that the broadcast media more than pay for their portion of federal regulation, without a semblance of a voice in FCC's management.

If there's a franchise tax (which presumably would entail new legislation) then broadcasters and telecasters certainly should be given license tenures longer than three years and one year, respectively. If it's the payment of filing fees and charges for paper-work, there would be no hardship for the larger stations or networks. But no matter how slight, those charges would be burdensome to smaller stations, which require the same degree of handling as the larger ones. The FCC's own records show that about one-fourth of the stations lose money.

Who Complained?

IT COMES as no surprise that FCC General Counsel Cottone recommends that the licenses of the G. A. Richards' stations (WJR Detroit, WGAR Cleveland and KMPC Los Angeles) should not be renewed, which would snuff out properties worth possibly $10 million. Never before has there been a case before the FCC so fraught with bitterness, innuendoes, personal recriminations, and total lack of objectivity.

Proof of this is in the 164-page motion filed by Mr. Cottone to accompany his 340 pages of proposed findings. This motion seeks to "expunge as scandalous, scurrilous, sham and frivolous" a previous motion of Richards' counsel. It may be legal jargon, but it sounds like something plucked from a dime novel?

Expenditure of more than a million dollars and elapse of three years weren't necessary to prove that Mr. Richards is a strong-willed person who takes his nation, his politics and his business seriously. Whatever his views may be as to Communists, Mugwamps, Republicans or Democrats are his own business, under our Constitution and our Bill of Rights.

What goes out over the microphones of his stations is another matter. Has there been any public complaint that his stations have been unfair, bigoted, or prejudiced? Has he used those facilities as his personal mouthpiece?

We know of no such complaints—except from disgruntled ex-employes, from pressure groups agitated by them and even by FCC staff members.

The test is not what Mr. Cottone, or members of his staff may think about Mr. Richards' personal views or predilections. There's no thought control yet. Censorship is barred. The question before Examiner Cunningham, and ultimately before the FCC, is: "Has the public complained?"

our respects to:

EDWARD LEE NORTON

ED NORTON leaned back from his mahogany desk in the Federal Reserve Bldg. A twinkle crept into his blue eyes.

"Do you really want to know how I got into radio?" he said, chuckling.

"My wife and I were in the Statler Hotel in Boston in about 1929 and I happened to put on one of those crystal sets. The song, 'Among My Souvenirs,' was playing.

"I listened a minute then said to my wife, 'That's the damndest thing I ever saw. What an advertising medium that is!'

"I made up my mind then to get into radio."

One would have to say that Mr. Norton very definitely did "get into radio." Today he is chairman of the board of the Voice of Alabama Inc., which operates WAPI-WAFM (FM)-WAFM-TV Birmingham, and of the Florida Broadcasting Co., which operates WMBR-AM-FM-TV Jacksonville.

At 58 years of age, Mr. Norton is riding the crest of his third successful career. First, banking, then radio, and now as a government executive.

On June 2, 1950, the U. S. Senate approved the Presidential appointment of Mr. Norton as a member of the Board of Governors of the Federal Reserve System. Sept. 1 he was sworn in.

It was an honor not sought but richly deserved. And though his hundreds of radio friends throughout the United States find it difficult to think of him other than as simply Ed Norton, he may properly be called Governor Norton.

Governor Norton was born Edward Lee Norton June 13, 1892, in Blountsville, Ala. Most of his formative years were spent in that steel center of the South.

At Birmingham Southern College, from which he received a B. S. degree in 1913, he gained an enviable reputation as an athlete.

In 1913-14, Mr. Norton attended the U. of Alabama. Later he returned to his Birmingham alma mater for an LL.D degree.

Such an outstanding baseball player was he that there almost was a fourth career—for Ed Norton at that age showed major league promise.

The late R. S. Munger, however, offered him a job as his private secretary and although Ed Norton did—and does—love baseball, he decided to accept. In fact, he was on a business trip for Mr. Munger to Boston when he heard that crystal set.

He rose rapidly in the Munger organization, assuming more and more responsibility. His success in banking was closely allied to service

(Continued on page 57)

what city is this? . . .

It's New York . . . in 1951.

The sign reads, "Pedestrian Crossing". With more than 2,000,000 Italian-Americans living in the New York area, it is understandable why traffic signs in Italian are needed.

For the advertiser, these signs are pointing the way to success in New York. The New York Italian market—the WOV market— has a purchasing power of more than $2,300,000,000 a year. It is by far the most important single economic group in the area. And because it is so close-knit a market, you can cover it *all* through the one medium that dominates it: WOV's Italian-language programs. Aware of this *result-getting* buy in New York, more and more national advertisers include WOV as a must in their basic campaigns for this market. Dramatically, traffic signs in Italian point up the soundness of this choice.

Ask us to show you WOV's new animated sound film, "Three Million People". We'll bring it right to your office.

ENGLISH **WOV** ITALIAN
NEW YORK
TWO LANGUAGES ONLY
5000 WATTS
Originators of *Audited Audiences*

ROME STUDIOS: VIA di PORTA PINCIANA 4

730 FIFTH AVE., NEW YORK 19

National Representative: John E. Pearson Co.

IMPRESSIVE lineup of New York advertising people enjoy interlude during day's festivities arranged May 14 by WITH Baltimore management and account executives and Headley-Reed, station's national representative. Party includes (l to r): George Shaffer, WITH; Maurine Jennings, McCann-Erickson; Dick Hogue, Headley-Reed; Helen Wilbur, Doherty, Clifford & Shenfield; Frank Breslin, Headley-Reed; Lillian Selb, Foote, Cone & Belding; Sterling Beeson, Headley-Reed; Dorothy Fessler, McCann-Erickson; Edna Cathcart, J. M. Mathes Agency; Bill Warren, WITH; Esther Ojala, DC&S; Frank Silvernail, BBDO; Dick Rudolph, WITH; Stanley Pulver, Dancer-Fitzgerald-Sample; Chet Slaybaugh, Morse International; Mildred Fulton, Biow; Jerome Feniger, Cunningham & Walsh; R. C. (Jake) Embry, WITH vice president and commercial manager; Helen Thomas, Street & Finney; Tom Tinsley, WITH president and general manager; Vera Brennan, Duane Jones; Bill Wren (kneeling), J. Walter Thompson; Dick Hurley, Compton Adv.; Jean Sullivan, Duane Jones; Ken Kerns, Biow; Al Petcavage, Al Paul Lefton; John McHugh, Joseph Katz Co.; Frank Miller Sr., president, Headley-Reed. In the party but not shown were Kay Shannahan, Morey, Humm & Johnstone; Pat Harnett, J. M. Mathes, and Ray Simms, Erwin Wasey. Day started with two-hour boat trip in Baltimore harbor followed by tour of Sherwood Gardens, site where photo was taken, cocktail party and dinner at Hotel Sheraton-Belvedere where station's disc jockeys spoke. Visits to night clubs and other entertainment also were included on the agenda.

DEMOCRAT MEET
Radio Coverage Plans Near Completion

NATIONAL radio coverage of the combined Western and Midwest states conference in Denver May 23-25, encompassing talks by key Cabinet and Congressional members, was firmed up by the Democratic National Committee last week.

Panel discussions and major addresses will flavor the first two days of the conference during which administration officials will gladhand with state chairmen and other top party workers. The national committee will hold open and closed sessions on Friday, May 25, selecting a convention site and date for the '52 convention and weighing political strategy.

All major national networks—and one regional—are slated to carry some of the proceedings, most of them "live," to millions of listeners as public service features, according to Ken Fry, radio-TV director of the Democratic National Committee. Conference site precludes possibility of live telecasts.

Tentative schedule follows:

May 23—Sen. Robert D. Kerr (D-Okla.), dinner session, speaking on "Peace or Partisanship," CBS (coast-to-coast live), 11:30-12 midnight (EDT).

May 24—Secretary of Commerce Charles W. Sawyer, breakfast meeting, "Business Mobilization," LBS (coast-to-coast live), 12:30-1 p.m. (EDT).

May 24—Secretary of Agriculture Charles Brannan, Secretary of Labor Maurice Tobin and Secretary of Interior Oscar Chapman, special panel summary of earlier discussion, ABC (coast-to-coast live), 10:45-11 p.m. (EDT).

May 24—W. Averell Harriman, special assistant to the President, luncheon meeting, speaking on international relations, NBC (coast-to-coast, transcribed-delayed), 11:30-12 midnight (EDT).

May 24—Vice President Alben Barkley, dinner meeting, subject undetermined, Intermountain Network (regional, approximately 30 stations), 9:30-10 p.m. (MST). Address will close combined conference.

May 25—William M. Boyle Jr., chairman of Democratic National Committee, special report on committee action, MBS (coast-to-coast live), 10:30-45 p.m. (EDT).

Local non-affiliated stations also are expected to air portions of the three-day conference, though details were not available.

The national committee probably will follow the lead of the GOP and choose Chicago as the '52 convention site, thus saving around $30,000 in facilities. Bill Henry, heading the convention group of the Radio Correspondents Assn., is to present radio-TV requirements similar to those he submitted to the Republican National Committee [BROADCASTING • TELECASTING, May 14, 7].

The thorny issue of sponsorship of the '52 convention may not be posed during the three-day Denver conference, though problems certain to arise are being mulled behind the scenes for thorough airing at a date closer to the actual conventions.

Mr. Fry said last week he has received numerous inquiries on the question, which projects questions involving exclusivity of commercial sponsorship to any one network, types of advertisers to be allowed, and partial coverage on a commercial basis with rejection of other sessions on a sustaining basis. The Kefauver crime hearings and coverage of the MacArthur return have accented the controversy in recent months.

One line of thought in Democratic national committee headquarters at this time is merely that sponsorship should be vigorously opposed if it precludes full and complete reports on all convention proceedings and if it injects product advertising on the political scene.

Whether either major party would permit—in fact, even be legally empowered to "sell"—convention coverage directly is also a moot point at this stage. Emergence of television on the national scene also is an important factor, authorities point out.

WDRC
HARTFORD & CONNECTICUT
WDRC—FM
3R's=1st
The 3 R's . . . Ratings, Rates, Results . . . made WDRC 1st choice in the Hartford Market. Write Wm. Malo, Commercial Mgr., for availabilities.
Represented by Raymer
CBS

UNION ELECTION
Ordered at WORZ by NLRB

AN ELECTION to determine the bargaining representative for all operators, combination announcer-operators, announcers and continuity writers at WORZ Orlando, Fla., was ordered by the National Labor Relations Board last Friday.

Both the CIO and AFL seek to represent employes at the NBC affiliate, which is licensed to Central Florida Broadcasting Co. Hearing on the case was held early last January at which time the station sought a rehearing and stay of proceedings to allow it to file a brief. The request was denied. WORZ had contended that Will O. Murrell, an attorney, part owner and chief witness, had been excluded from the hearings.

Florida Assn. Meeting

FLORIDA Assn. of Broadcasters annual meeting will be held at Mayflower Hotel, Jacksonville, June 8-9.

DENVER CLINICS
Radio-TV on Summer Agenda

WORKSHOP clinics touching on radio education, television films and "Mass Media in the World Crisis" will highlight the summer quarter at the U. of Denver June 18 through Aug. 22. Hundreds of professional radio personnel and students are expected to attend the special classes and recreational activities.

Leading off the summer quarter June 18 will be Television-Cinema Workshop conducted by Noel Jordan, former NBC-TV mobile services director, and the radio education clinic under Prof. Leo Martin of the U. of Alabama. Two workshops close July 21. The mass media session, starting on that date and lasting to Aug. 22, will include Eleanor Roosevelt and Ralph Bunche, Nobel prize winner, among its lecturers. The clinic will feature classes cooperating with the university's Social Science Foundation's summer seminar.

GOP MEETING
KVOO, KTUL Cooperate

IN THE interest of public service, KVOO and KTUL Tulsa cooperated hand-in-glove in covering the Republican National Committee meeting in that Oklahoma city.

KVOO, 50 kw NBC affiliate, having permanent remote lines to the Cimarron Hotel, picked up all important committee speeches and fed them to any other station which requested them.

KTUL, 5 kw CBS affiliate, fed the network with KTUL engineers at the controls and with KVOO engineers standing by.

Programs were picked up by KTUL mikes, fed through KVOO's control at the Cimarron and from there through KVOO studio panel to KTUL and then into the network.

WSAB MEETING

Chitty Renamed President

ANNUAL spring meeting of the Washington State Assn. of Broadcasters, in Seattle May 11, elected officers; endorsed the NARBA agreement, and voted to find out why the telephone companies spend their advertising budgets with newspapers.

In an amusing side issue, the meeting also inaugurated a "bundles for networks" campaign and created the organization, CORN (Cooperative Organization for the Relief of Networks) [BROADCASTING • TELECASTING, May 14].

Fred F. Chitty, general manager, KVAN Vancouver, was re-elected president. Others elected were W. R. Taft, KRKO Everett, vice president; Allen Miller, KWSC Pullman, secretary-treasurer, and Rogan Jones, KVOS Bellingham, and Loren Stone, KIRO Seattle, directors.

Two state officials, Earl Coe, secretary of state, and Jack Taylor, land commissioner, praised the association for keeping the public informed on happenings in the state government.

The officials also praised the new radio advertising law, passed by the 1951 session of the Washington legislature, which permits use of legal announcements on the air for the first time. Both said the law would be invaluable in carrying out their duties. (A similar movement was underway in the Florida legislature last week [BROADCASTING • TELECASTING, May 14].)

WSAB voted also to look into the music copyright matters as they pertain to ASCAP, BMI and SESAC; voted to ask BMI to hold a program clinic soon in the Pacific Northwest, and decided to hold the fall meeting at Washington State College in Pullman.

The association resolved to condemn the continued use of the press and a single network for institutional advertising by the telephone companies and requested a review of that policy.

Among those attending were:

Don Wike, KUJ Walla Walla; Jerry Geehan, KMO Tacoma; Mark DeLauney, KVAN; Mr. Chitty, Carl Downing, Radio News, Olympia; C. O. Chatterton, KWLK Longview, Mr. Stone, Jim Hatfield, KIRO; William Tucker, KIRO; Leonard Higgins, KTNT Tacoma; Lincoln Miller, KXA Seattle; Birt Fisher, KXLE Ellensburg; Joe Chytil, KELA Centralia-Chehalis; Robert Finley, KAPA Raymond; Earl Irwin, KVI Seattle; Jim Manning, KXLY Spokane; Marvin Johnston, KWIE Kennewick; Harry R. Spence, KXRO Aberdeen; Mr. Taft, KRKO; Tom Olsen, KGY Olympia; Mr. Miller, Mr. Jones, H. E. Studebaker, KUJ; Bert McAllister, KCLX Colfax.

Archie Taft Jr., KOL Seattle; Lawrence Dix, KALE, Richland; Leo Beckley, KBRC, Mt. Vernon; James Lawson, KBKW, Aberdeen; Keith Patterson, KONP Port Angeles; J. Arch Morton, KJR Seattle; Wallace Boone, KYAK Yakima; Robert McCaw, KXRN Renton; Harold Ridalls, KRSC Seattle; Dave O'Neil, Pacific Telephone and Telegraph Co., Seattle; Ed Lovelace, KTBI Seattle; James Wallace, KPQ Wenatchee; Pat O'Halloran, KPQ; Bruce Bartley, KBRO Bremerton; Ray McKenzie, KMO Tacoma; Maynard Marquardt, World, New York City; O. W. Fisher, KOMO Seattle.

'ARMED FORCES DAY'

Radio-TV, Ad Council Join in Observance

MAJOR radio and television networks combined forces with The Advertising Council and the Dept. of Defense last week, devoting time and facilities in national observance of Armed Forces Day May 19.

The Advertising Council, which set aside an allocation May 14-19, distributed announcements, slides and other aids to networks for use on about 100 radio network commercial and sustaining shows and 25 TV network programs. Networks also used Armed Forces Day spots on various sustainers. The materials were furnished by the Defense Dept. Radio-TV Branch.

CBS aired spot recorded reports from Korea on its *You and the World*, Monday through Friday, and an explanation for continued military training and preparedness. NBC planned to broadcast a special hour-long salute Saturday featuring Commentator Bob Trout and on-the-spot recordings made at various plants by the Defense Dept.'s Radio-TV Branch. MBS was to originate a special broadcast from Bolling Field, Washington, while ABC announced it would air special messages on its *Navy Hour*.

Television coverage was to be extended by CBS-TV on its *The Facts We Face* Sunday, with use of special films and brief remarks by Defense Secretary George C. Marshall. Additionally, high-ranking military officers were to appear on the network's *People's Platform* the same day. Tribute also was paid on the network's *Fred Waring Show, Arthur Godfrey and His Friends* and *The Goldbergs*.

Ad Council Plans

NBC-TV ABC-TV and DuMont TV Network also incorporated observances on a number of programs under the Advertising Council allocation, as did various non-interconnected video outlets on a local basis. By mutual consent of all media, working through the Council, the whole week was set aside for special coverage because of tight schedules last Saturday.

WAAM (TV) Baltimore last Thursday staged a mock attack on its own station as an example of Armed Forces operations. Titled *Operation WAAM*, the telecast used air, ground and coastal units comprising "defenders" and "aggressors" and equipped with weapons. Actual "attack" came during the afternoon TV show, *Tee Vee Waamboree*. Smoke bombs and detonations were set up around WAAM's "Television Hill."

ATOM DISPLAY

Gen. Sarnoff Salutes GIs

LINKING of the electron and the atom for peacetime purposes was graphically demonstrated last Monday when Brig. Gen. David Sarnoff, board chairman of RCA, tapped a radio telegraph key sending an Armed Forces Day commemorative message around the world.

The message, which was carried to Tangier, Manila and back to New York, via San Francisco, activated a uranium pile—atomic energy — exploding a magnesium charge that literally blew an "Atoms for Peace" exhibit wide open. The display was held at New York's 7th Regiment Armory as part of Armed Forces Week. The message traveled the globe over RCA Communications' world-wide system in one-eighth of a second.

In the first display of atomic energy development to be shown outside of Oak Ridge, Tenn., Gen. Sarnoff sent this message to the Armed Forces:

"May this globe-circling radio message . . . spread the seed of hope around the world that the electron and the atom will be harnessed for peace, security and freedom for all mankind."

The Oak Ridge exhibit was sponsored by RCA as an education service to New York and was thrown open free to the public, 10 a.m.-10 p.m. Monday through Friday. It was supplemented by weapons and special devices of the Army, Navy and Air Force as well as RCA products and services.

WITHYCOMB TO RFE

Heads New Munich Station

DONALD WITHYCOMB, veteran broadcast executive, has joined Radio Free Europe as manager of the RFE Munich station which began operations May 1 [BROADCASTING • TELECASTING, April 30], broadcasting to Czechoslovakia in direct competition with that country's Communist controlled stations. Mr. Withycomb entered radio in 1926 as assistant to the president of NBC, having accompanied his employer, M. H. Aylesworth, from the public utility field into network radio.

Mr. Withycomb

Since then his activities have included service as station relations manager of NBC, general manager of WFIL Philadelphia, wartime duties with Coordinator of Inter-American Officers, head of the Blue Network office in Washington and international manager of the network, television consultant to the *Baltimore Sunpapers*, WMAR (TV), and to Meredith Publishing Co., WHEN (TV) Syracuse.

Since 1933

Since 1933 the Oklahoma Tire & Supply Company, operating in Oklahoma, Kansas, Missouri and Arkansas, has been a consistent user of KVOO. How Mr. Maurice Sanditen, president of OTASCO, and guiding head of its some 200 retail stores, feels about KVOO is best expressed in the following paragraph from a recent letter to us:

"I want to express my appreciation for the effective advertising medium offered us by your station. Your coverage is by far the best of the 40-odd stations we are using in our trade territory, and based on dollar results, also the most inexpensive. Your services over the past 18 years or more have played a very important part in our success and we are very appreciative of it."

Our best wishes for another one-third century of success to this great institution which, this year, celebrates its first third of a century of progress.

Call, wire or write KVOO today, or contact your nearest Edward Petry & Company Office for latest KVOO availabilities.

KVOO

Oklahoma's Greatest Station

50,000 WATTS — 1170 KC — NBC AFFILIATE

HIGHER TAXES

Recommended for Sets

A HIGHER excise tax on radio and television receivers at the manufacturing level was recommended last week by the House Ways & Means Committee.

The committee suggested the levy be increased from the present 10% to 15%. This would boost TV sets, according to some estimates, at the retail level as much as $7.50 for the lower-priced receivers.

Also included in the recommended increase were phonographs and records (also to 15%). The Treasury Dept. had requested an increase in set taxes from the current 10% rate to 25%.

The committee, which is writing the Congress' revenue-tax bill, estimated that the increases on radio, TV sets, phonographs, records, and musical instruments would raise $55 million more revenue.

Photographic equipment would be taxed at 20% rather than the 25% now levied. Tax on films would be raised from 15 to 20%, the readjustment yielding an estimated $9 million more.

A host of industry witnesses—including NARTB and Radio-Television Mfrs. Assn.—appeared before the House Ways & Means Committee last March to protest the proposed tax increases [BROADCASTING • TELECASTING, March 19, 5].

WWL New Orleans and sponsors celebrate the 10th anniversary of *Jill's Hollywood*. The program, playing host to celebrities, is heard Monday through Friday at 10:30 a.m. At the observance were (seated, l to r) R. G. Jones, vice president of the Jackson Brewing Co. of New Orleans, Jill's first sponsor; Jill Jackson, star of the program; Frank Somers, general manager of the Borden Co., currently sponsoring a portion of the show; (standing) WWL officials, Henry Dupre, m.c.; Ed Hoerner, program director, and Howard W. Summerville, general manager.

House committee action followed by only a few days the presentation of an RTMA study prepared by Boni, Watkins, Mounteer & Co., New York, showing possible effects of the proposed boost on industry sales and on government tax collections [BROADCASTING • TELECASTING, May 14].

Study was sent to Capitol Hill by RTMA's Tax Committee Chairman A. M. Freeman. Industry sales would be drastically affected by a 25% levy, it was pointed out. The government would lose revenue in income and excess profits taxes, impact already felt from the November 10% levy on TV sets and thus would be heightened, and the burden would fall most sharply on lower-incomed groups, the study said.

Also emphasized was the stunting of TV industry growth the imposition of a greater tax might have on current circulation, as well as the dubious possibility that new markets will be opened soon because of the so-called "unfreeze."

Sarnoff Honored

BRIG. GEN. David Sarnoff, chairman of the Board of RCA, was one of eight men honored last week with Horatio Alger Awards of the American Schools and Colleges Assn. for their rise to eminence in the Horatio Alger tradition. Other winners, chosen by student campus leaders at 450 institutions, were: Harold Stassen, president, U. of Pennsylvania; James L. Kraft, president, Kraft Foods, Chicago; James J. Nance, president, Hotpoint Appliances, Chicago; Frank C. Russell, president, F. C. Russell Co., Cleveland; Arthur Wiesenberger, president of New York Stock brokerage firm of that name; Frank Bailey, retired president, Title Guarantee & Trust Co., New York; Finn H. Magnus, president, Magnus Harmonica Corp., Newark.

Gen. Sarnoff

MOORE FOUND

Police Find Body Afloat

A POLICE patrol boat May 13 found the body of Lyford Moore, ABC Berlin bureau chief who disappeared Dec. 12, 1950, in Oslo, Norway. The body was found in the inner Oslo fjord.

Fingerprints were used to establish the identity of the body. Clothing was partially intact, but the correspondent's watch, wallet and passport were missing. No marks of violence were found.

Mr. Moore had flown to Norway with an Army mission from Frankfurt to pick up Christmas trees for delivery to American airmen in North Africa. He was seen last, according to police reports, in front of the Oslo railroad station in the harbor area. The Norwegian radio, following his disappearance, frequently broadcast descriptions of him and followed up several clues which proved false. Ships leaving Oslo at the time were checked and the harbor dragged without result.

The search conducted by the Oslo police received the cooperation of ABC offices in New York, Washington, Berlin and Paris, as well as correspondents in Stockholm and Oslo, and a special investigator sent to Norway by Mr. Moore's family.

Mr. Moore, 40, a native of Detroit, had been with ABC for two years, prior to which he had been Berlin correspondent for Reuter Agency, Army Psychological Warfare Service, *Detroit Free Press* and KGA Spokane, ABC radio affiliate. Surviving are his widow, Anne, and two children who had been with him in Berlin since the war.

'A Slight Pause'

WOR-FM New York went off the air last week temporarily to permit technical adjustments in coaxial transmission lines. Spokesmen said they expected the station to resume broadcasting in about two weeks.

SOUTHWEST VIRGINIA'S *Pioneer* RADIO STATION

What Station, please?

*HOOPER RADIO AUDIENCE INDEX, DECEMBER, 1950 through FEBRUARY, 1951

SHARE OF BROADCAST AUDIENCE • ROANOKE, VIRGINIA

TIME	RADIO SETS IN USE	WDBJ	B	C	Other
Monday thru Friday 8:00 AM-12:00 Noon	23.3	50.8	25.3	23.8	0.1
Monday thru Friday 12:00 Noon-6:00 PM	23.3	64.9	19.1	15.7	0.3
Sunday thru Friday 6:00 PM - 8:00 PM	38.1	74.4	13.1	11.9	0.6
Sunday thru Saturday 8:00 PM - 10:00 PM	40.8	67.5	9.1	20.4	3.1

*C. E. HOOPER, Inc.

Get the entire story from FREE & PETERS

WDBJ CBS • 5000 WATTS • 960 KC
Owned and Operated by the TIMES-WORLD CORPORATION
ROANOKE, VA.
FREE & PETERS, INC., National Representatives

CHNS
The Shortest Route To Results in This Area Is Via
HALIFAX NOVA SCOTIA
Maritimes Busiest Station
Contact
JOS. WEED & CO.
350 Madison Ave., New York
5000 WATTS NOW!

'DOUBLE HOMICIDE'

Horne Warns Against AM vs FM Feud

By JOSH L. HORNE
PRESIDENT
WCEC-WFMA (FM)
ROCKY MOUNT, N. C.

STANDARD broadcasting may through its neglect, with or without wilful intent, kill frequency modulation broadcasting — but it will be a double homicide when it happens, within my judgment, and I speak as the owner of both an AM and an FM station.

Mr. Horne

The present plight in which the standard broadcasting stations find themselves, and their networks with rate card difficulties, is of their own making. Unless there is an end of duplicate programming and treating FM as a bonus to the advertiser is halted, if there isn't a promotion of FM and selling of aural advertising as such, the homicide referred to will loom large on the horizon.

Cites Arguments

Owning and operating an AM station for the past 4½ years we have heard the arguments against FM that there were no sets, and in turn the FM'ers have retaliated by pointing to the disparity between coverage claims as made for advertising consumption and those made of the stations' performance by the FCC. With both in the aural broadcasting business, they should be the last to "snipe" at one another. They are like the two farmers who go to court to settle the legality of who owns the cow and it winds up that the cow is the property of the lawyers.

That is what is happening in radio today. While the networks and the advertisers are clamoring for listeners the AM's are talking about the power and knocking FM with the next breath, while the FM'ers are talking about superiority of reception, the freedom from a directional coverage pattern and trying to recite success stories.

Admitting a limited experience in my slightly more than three score years, I have found that neither a farm nor a daily newspaper lends itself to anything near the returns in development for efforts expended as does an FM radio station. But it can't be done by duplicate programs, or selling spots or adjacencies on the one and making a gift of the other. The AM'er that took on FM just in case something developed is now finding that the advertiser is just as suspicious of the gift of FM as he would be of a half-hour program, when only 15 minutes was purchased, or of a schedule being run 26 weeks with the last 13 as a "gift."

Duplicate programming has prevented the development of an auto radio, or a small outdoor portable on FM because the manufacturer has said "it isn't required, it is listenable on AM," and in a great many instances it was. The same has held true in the manufacture and sale of sets, until today the retailer is souring on radio and pushing other lines of merchandise. It is no wonder he turns to television, although it is admitted there will always be aural as well as visual broadcasting. In the meantime it is highly imperative that the network affiliates realize that the recent cut is merely an initial step by the advertisers, and they are shopping around between direct mail, billboards, magazines, newspapers and hundreds of other media. It is high time that aural broadcasting set its house in order.

A $100 million invested in FM transmitters and stations, and an all time high of 270,000 sets manufactured in a single month capable of FM reception, as was the case in March 1951, should be cause for thought.

Borrowing a phrase we hear oft quoted these days—"It's later than you think."

LARGER THAN . . .
TOLEDO, OHIO

Yes, The $400,000,000
LONG BEACH MARKET
Is Mighty Big—
and STILL GROWING!

KGER 5000 WATTS
SELLS THIS MARKET

Contact
Galen Gilbert, KGER
Long Beach, California

THE STATION OF THE AMERICAN HOME
Associated with KUOA, Siloam Springs, Ark.

FM SET DEMAND

Report Supply Inadequate

RADIO set distributors in Ann Arbor, Mich., are unable to obtain FM-only or AM-FM table models despite demand for such receivers, according to Waldo Abbot, director of broadcasting at WUOM, U. of Michigan station (see FM survey story this issue).

Of six distributors in the area who received copies of a questionnaire prepared by NARTB, four replied and all indicated the supply is inadequate, and almost nonexistant, according to Mr. Abbot. NARTB recently completed a nationwide distributor study showing a demand for more FM sets [CLOSED CIRCUIT, May 14].

Mr. Abbot sharply criticized set manufacturers. "If FM receivers are not made available, the investment in educational stations will be lost. Before World War II we were pushed into FM. Telegrams and notes came from the FCC, from the U. S. Office of Education, urging us to get our applications in quickly for FM." He continued:

If you look at the files, you will find that the various Commissioners urged the adoption of FM. As the result of the enthusiasm and the insistence of people like James Fly (FCC) and John Studebaker (Commissioner of Education), those of us in the fields of education spent a great deal of money on FM, and now we feel we are being let down.

The manufacturers also pushed FM through pamphlets on the advantages and the wonderful future in store for the new medium. Some of those manufacturers are now depriving it of listeners by limiting their output of receivers. Some sold us transmitters and other equipment but refuse to help us build our audiences by the inexpensive method of installing FM in their TV consoles. They are cutting their own throats as well as ours, for few eduactional institutions can afford to own and operate their own TV stations while hundreds would build lowpower FM stations if they could be encouraged about receivers for potential listeners.

FREQUENCY BOARD

ITU Geneva Posts Open

TWO vacancies in the Specialized Secretariat of the International Frequency Registration Board (IFRB)—those of first class engineer and assistant administrative technical officer—have been revealed by Harvey B. Otterman, acting chief, Telecommunications Policy Staff, Dept. of State.

Stressing the need for American representation on the Secretariat of the International Telecommunication Union in Geneva, which notified the U. S. of the vacancies last month, the State Dept. asked that applications be filed with the Secretary General of ITU at Palais Wilson, Geneva, by July 1. Candidates would serve a one-year probationary period before appointments are finalized.

These qualifications were set forth: For engineer—a degree in physics or electrical engineering in a telecommunications branch from a recognized technical college; five years service with a government or private organization in radio-communications, and experience in research or development; first class knowledge of telecommunications terminology in at least two official languages and one working language of the Union, and knowledge of international radio regulations. For Officer—equivalent of secondary school certificate and successful completion of technical college course; practical technical or administrative experience with government or private firm; working knowledge of at least two official languages of Union. Knowledge of telecommunications regulations and terms and experience with shorthand and filing systems also are desirable.

NET EARNINGS (after taxes) of $646,372 for 1950 were reported for Tele-Tone Radio Corp. and its subsidiaries, of Elizabeth, N. J., in company's first annual report.

HITCH YOUR PRODUCT TO A
K-NUZ RADIO RANCH STAR

Walter Colvin
as Joe Chrysanthemum
on "Spinner Sanctum"
2:30 to 4:00 P.M., Monday through Friday

NATIONAL AND REGIONAL COMPANY YOU KEEP ON
"Spinner Sanctum"
Alaga Syrup
Doubleday & Co.
Fair-Maid Bread
Hadacol
Hellman's Mayonnaise
Robert Hall Clothes
Southern Select Beer
Plus a choice list of local advertisers

For information call
FORJOE
National Representative
or DAVE MORRIS
General Manager
at KEystone 2581
"RADIO RANCH"
P. O. Box 2135
TWX HO 414

front office

H. W. BUMPAS appointed vice president in charge of programming and production LBS Dallas. He was with WIBR Baton Rouge.

FRANK S. LANE, sales manager KRMG Tulsa, appointed assistant general manager.

VIOLET SHINE, office manager KVER Albuquerque, appointed executive assistant to **WILLIAM T. KEMP**, president.

J. HAROLD RYAN, vice president and treasurer Fort Industry Co., and former NAB president, is at Flower Hospital, Toledo, following a mild cerebral thrombosis, suffered May 14. He had just motored to his Toledo home from Florida with Mrs. Ryan. His doctors have advised complete rest for two to four months. He is 65.

Mr. Ryan

LYNN PENTONY, program director KTLW Texas City, appointed manager, succeeding **JOHN MILLER** resigned.

THURSTON SHAYS, salesman NBC, to Metropolitan Sunday Newspapers Inc., N. Y.

RICHARD CASS to sales promotion staff MBS Chicago.

MILTON F. ALLISON, New York sales representative WBBM Chicago, to CBS Radio Sales, N. Y., as account executive. **SAM MAXWELL Jr.**, account executive WBBM, will succeed Mr. Allison as New York sales representative.

A. DONOVAN FAUST, assistant general manager WLWD (TV) Dayton, appointed assistant general manager WDTV(TV) Pittsburgh.

ALEX C. CARTER, sales representative Southern Dairies, appointed to sales staff WCOG Greensboro, N. C.

WALTER E. MOORE, sales staff WAGA Atlanta, Ga., appointed sales manager WGAP Maryville, Tenn. Mr. Moore will direct station sales and civic promotions in the Maryville-Alcoa area.

Mr. Moore

INDIE SALES, N. Y., appointed national representative for WCCC Hartford.

FLETCHER TURNER, sales staff WQXR-AM-FM New York, appointed account executive WOR New York. Mr. Turner earlier was associated with CBS Radio Sales.

WALT HENRICH, announcer WGAR Cleveland, to sales staff WERE Cleveland.

KSWM
JOPLIN, MO.

REACHES 446,600* PERSONS WHO SPEND... $285,550,000 ANNUALLY IN TOTAL RETAIL SALES!

* This map shows airline miles to the nearest large cities, assuring complete CBS service to the great Joplin, Mo. district.

Now in its *fifth year* of service, KSWM is an integral part of all community affairs and activities.

KSWM
Austin A. Harrison, President
CBS in JOPLIN, MO.
Nationally Represented by WILLIAM G. RAMBEAU CO.

FORJOE & Co., N. Y., appointed national representative for WHEE Boston, Mass. Company was also appointed exclusive national representative by WAAA Winston-Salem, N. C.

HAROLD SODERLUND, sales manager KFAB Omaha, Neb., elected first vice president Omaha Advertising Club. Mr. Soderlund is the first radio man to be elected to a vice presidency in the club. **CLETE HANEY**, vice president Bozell & Jacobs Adv., elected president of club. **EDWIN C. SHEAFER**, Union Pacific, elected second vice president. **JOHN HENRY**, Omaha Better Business Bureau, elected secretary-treasurer.

Mr. Soderlund

Mr. Haney

RUDI NEUBAUER rejoins NBC Chicago staff as member of the national radio spot sales division headed by **BOB FLANIGAN**. Mr. Neubauer had been laid off in recent network cost cutbacks.

CRAWFORD BLAGDEN, Kudner Agency, N. Y., to Benton & Bowles Inc., N. Y., as account executive on Benson & Hedges (cigarettes).

Personals . . .

IRVING R. ROSENHAUSE, president WAAT and WATV(TV) Newark, elected for two year term on board of directors of Broad Street and Merchants Assn. . . . **WILLIAM E. WARE**, president KSTL St. Louis, father of boy, Billy. . . . **LLOYD E. YODER**, general manager KNBC San Francisco, appointed volunteer chairman of safety services committee of San Francisco chapter of the Red Cross. . . . **RICHARD E. HUNT**, president and general manager WPTW Piqua, Ohio, father of girl, Ginger Diane, May 3.

MARSHALL FIELD, president Field Enterprises Inc., Chicago (WJJD and WFMF (FM) Chicago, KOIN-AM-FM Portland, and KJR Seattle), elected president of Child Welfare League of America, succeeding Leonard W. Mayo. . . . **MORT THORP**, KOA Denver account executive, presented industry-wide achievement award from Denver Sales Executives Assn. Inc., local chapter of national association. He is first radio salesman to receive the award.

JOHN D. SCHEUER, operations assistant to general manager WFIL Philadelphia, appointed to Philadelphia Advisory Board of American Women in Radio and Television. . . . **KAY CRONIN**, promotion director CJOR Vancouver, on first eastern Canadian business trip covering Toronto, Montreal and Ottawa.

GRAND OPENING
KMBC-KFRM Has New Center

CELEBRATION of the "Grand Opening" of KMBC-KFRM Kansas City, Mo.'s, new radio and television center, slated for last Saturday, got underway as early as the preceding Monday, the station reports.

Some 700 close friends of the station and its president, Arthur B. Church, received their first look at the 222 W. 11th St. building during the week, marked by a round of cocktail parties which were held daily. Schedule called for Sigma Delta Chi members, May 14; advertising and agency officials, and local and regional advertisers, May 15; city leaders and officials, May 16-17.

On opening day, Mr. Church was honored in a special CBS broadcast of *Brush Creek Follies*, 9:30-10 p.m., as part of the month-long celebration of Mr. Church's "30 years and 30 days" of broadcasting [BROADCASTING • TELECASTING, May 14].

The *Follies* show, a KMBC local series for 14 years, became a one-time special network program that included the formal ceremony dedicating the radio-TV building.

LOCALIZE NEWS
Advice to Small Stations

SMALL-SIZED stations are "overlooking the tremendous interest of listeners" in local news, according to Robert M. Bruce, radio consultant, in an address to U. of Oregon journalism students.

Mr. Bruce, part-owner of KRCO Prineville, Ore., and former station manager, pointed out that networks cannot compete with reporting of community news and extra money invested for news personnel will pay off in increased sales. Mr. Bruce, who is advising station owners in Oregon on methods of improving programs, sales campaigns, and building of listeners, spoke on "What Do Listeners Want Today?"

Respects

(Continued from page 50)

to his community and the crowning achievement of his banking career was his appointment to the FRB.

In addition, he played a leading part in the organization and development of the Coosa River Newsprint Co., of which he is president. Banking interests have termed this company the largest industry established in Alabama during the past decade.

Throughout his many successes, his partner was his devoted wife, the late Jessie Anna Stead, who died nearly two years ago.

A nutshell compilation of Mr. Norton's affiliations would show that he is a member of Omicron Delta Kappa, Phi Beta Kappa, a past president of the Kiwanis Club, a Democrat, Mason (Shriner), chairman of the board of stewards, Highland Methodist Church, and several country clubs. Also, he is very active on boards of several educational institutions.

In short, he is a very busy man. But, with efficient use of his time, a characteristic of successful men, he still manages to find time to play a few rounds of golf a week.

He stands along side of Gen. Omar Bradley as one of the best non-professional golfers in Washington.

Although the first line of responsibility with Governor Norton is his Federal Reserve Board position, he still remains in close contact with radio.

Keeps Well Posted

Several times weekly he talks over the phone with WAPI and WMBR. And he spends alternating weekends in Birmingham and Jacksonville. He is getting tired of all that traveling, incidentally.

In the travel department, it may be said that although he has seen much of the United States, Mexico and Canada, he has been abroad only once. "That was as an ensign during World War I at my 'Uncle's' expense," he said with a laugh.

Among his fellow governors, he considers himself a liberal. His "liberal" views stem from his deep faith in the seemingly limitless productive power of the United States, and his belief in American youth. He does not believe in measuring situations of today with yesterday's yardsticks.

Mr. Norton believes that radio, despite television, has a lasting future to look forward to.

He feels that "fresh ideas" and a return to its original enthusiasm are radio's greatest needs.

"I believe in time each will find its own bottom—will have to. Music is the common denominator of radio and drama will be the common denominator of television. Each will have its place."

To underscore his meaning, Governor Norton walked across his FRB offices to a window.

"Come here a minute," he beckoned. He pointed to the parked cars which hemmed both sides of Constitution Ave.

"See those cars out there. Look at them. I don't see a one of them without a 'buggy whip.'

"I'm not discounting television. But it's going to affect billboards and door-to-door salesmen to a greater degree than radio.

"As I said before, radio needs young ideas and the enthusiasm it had when it was starting out."

Mr. Norton made it clear that he felt that radio and television can live side-by-side and that anyone who "dumps" radio now is just plain foolish.

NEWS SOURCES

Bill Permits Protection

NEWS-GATHERERS for radio, television, newspapers and other media would be permitted by law to withhold their information sources in federal courts in certain instances under legislation proposed on Capitol Hill last Tuesday.

Under a bill introduced by Rep. Louis B. Heller (D - N. Y.) the privilege would be established save in cases where, in the opinion of the court, disclosure is necessary in the interest of national security or to avoid the concealment of crime. The measure (HR 4100) was referred to the House Judiciary Committee.

Rep. Heller's legislation stemmed from a court decision, handed down fortnight ago, that newspapermen are not privileged *per se* to conceal their sources of information. The incident involved Columnist Leonard Lyons, who had published certain items in connection with the conviction of Ethel Rosenberg in an atom spy case. The ruling was made by Judge John C. Knox of the Federal District Court for the Southern District of New York.

Rep. Heller told House colleagues that the ruling "will adversely affect the freedom of the press" and said that neither the national security nor concealment of crime was involved in the case of Mr. Lyons, a *New York Post* columnist.

"The privilege which would be established under this bill would apply to any person who is engaged in gathering or presenting news, whether for newspapers, periodicals, radio or television," he asserted. Rep. Heller's bill would amend Title 28 of the U. S. Code by adding a new section relating to evidence and witnesses.

KGER Rate Increase

KGER Long Beach, Calif., has increased its rates approximately 7½%, effective May 20. According to Galen O. Gilbert, station manager, the decision to boost rates came as a result of heavy increases in auto and "out of home" listening, in addition to a "substantial" increase in the station's operating costs.

Hold On There!

MAJOR radio networks dropped from four to three in a space of a few minutes on Capitol Hill last Monday. Members of the House listening to Rep. Foster Furcolo (D-Mass.) speak on the projected sale of ABC to CBS perked up their ears when the Congressman said: "But in the radio field, there are now only three large companies, the American Broadcasting Co.; Columbia Broadcasting System, and the Mutual Broadcasting System." If CBS purchased ABC, observers noted, that would make it two radio companies in the U. S., according to Rep. Furcolo's arithmetic.

'MONOPOLY'

House Comment on ABC Sale

PERSISTENT reports of pending purchase of ABC by CBS spurred Rep. Foster Furcolo (D-Mass.) to speak on the floor of the House last Monday about "monopoly."

The Congressman said: "We all know, of course, under the Clayton Act, it is unlawful for any corporation engaged in commerce to acquire stock of a competitive organization where the effect would be to lessen competition. It would seem that the same principle of law should be applied to the radio and television field."

Asserting that it "is only a matter of time until education will come greatly into television," Rep. Furcolo said "the monopoly that would be created is going to be bad for the country.

It would be unfortunate, the Congressman added, if any one organization "or any one spokesman of this country" obtains control over most of the radio-TV facilities. "I hope the members of Congress will give some thought to it as an attempt may be made to have some change made in the law to have radio and television be treated the same as other industries."

However, FCC has limitations on the number of stations that can be held under common ownership, a point which would have to be recognized in any network sale.

WFIL Adopts 45 rpm

WFIL Philadelphia today is slated to adopt the 45 rpm record system as standard equipment. The station has acquired a 5,000 selection library of 45 rpm records. Conversion of WFIL's standard dual speed turntables was accomplished through a special conversion kit developed by RCA. Mindy Carson is to be featured on radio and television programs in celebration of the switch.

Mr. Station Manager—
We Can Give You
$125 - $450 Additional Weekly Billing—
Yet you don't Lift a Finger or invest a Cent!

You owe it to yourself to get the details of the "HOLD THE PHONE" sales promotion plan, the jackpot show which is breaking all records in audience, in revenue, and in sponsor satisfaction, all over the East. Now on the air in 60 markets of every size and description. All you do is supply the time (½ hour strip daily). We do the rest.

• We Supply the Sponsors!

Sale of sponsorship in each market is handled by our own especially trained men who call on only the accounts YOU CAN'T SELL! Regular station accounts or "hot" prospects are not contacted. Then, once the show is fully sold under six months' contract we turn these accounts over to your salesmen to service and renew. No staff problem here.

• We Supply the Prizes!

Real jackpot prizes, not junk, are part of the secret of the success of "HOLD THE PHONE." We supply everything—daily jackpot prizes, consolation prizes, everything that's needed to build audience.

• We Supply the Show!

We furnish stations with a complete operating manual, sample scripts, transcriptions of "Melody X." Everything you need to air the best jackpot quiz show in your market.

• We Supply the Promos!

Top notch visual materials, window streamers, posters, registration blanks, all these are part of our "HOLD THE PHONE" service. All advertising is imprinted with your call letters and frequency.

Write, Wire or Phone
for full details
of the
"HOLD THE PHONE" PLAN

J. W. MILLER CO.
SOUND SALES PROMOTION
Since 1938
76 Broad St. Guilford, Conn.
Phone: Guilford 920

WILK
offers you
POWER
POWER
POWER
5000
Watts
of
SELLING POWER
in the Wilkes-Barre
Metropolitan Area
and 14 Surrounding
Counties
In WILKES-BARRE . . . It's
WILK 980
The CENTER of ATTRACTION on Your Dial!
AM-FM 5000W (d)
ABC AFFILIATE 1000W (n)
Wilkes-Barre, Pa.
★
AVERY-KNODEL, Inc., Nat'l Rep.
608 Fifth Ave., New York 20, N.Y.

'LABOR OF LOVE'
Schofield Talks Radio-TV

BROADCASTING has enabled many people to turn a penchant for talking into a profitable profession, but despite—or perhaps because of—this, the industry contains very few individuals like Arthur C. Schofield, who has made talking his avocation.

During working hours, Mr. Schofield employs typewriter, pen and pencil in the silent fulfilment of his duties as director of sales research and promotion of the Paul H. Raymer Co., station representative organization. But three or four evenings each week—and often two or three lunch hours as well—he can be found on the dais as the featured speaker of the meeting.

During the winter season just past, Mr. Schofield made 18 talks to men's service clubs, 14 to women's clubs, 11 to high schools, eight to Parent Teacher groups, plus a dozen to miscellaneous gatherings. His spring-summer schedule is nearly as extensive, with new speaking appointments being added daily.

He collects no fees for his out-of-office oratory, which is strictly a labor of love. "After all," he says, "these speaking engagements give me the chance to talk about the greatest development of modern times, its place in our society and its effect on the lives of us all."

His subject? What else but broadcasting—radio and television—with its role in the nation's defense program currently emphasized.

Mr. Schofield is shown in characteristic speaker's pose as he "talks up" role of radio-TV broadcasting in defense program.

* * *

CRIME HEARING
CKEY Coverage Disallowed

AN ATTEMPT by CKEY Toronto to give a Kefauver committee atmosphere to the Ontario government's current crime committee hearings at Toronto was turned down by the Ontario government.

Attorney General Dana Porter refused CKEY permission to install a microphone and make a tape recording of proceedings, although the station's reporters were allowed to make notes at the hearings. Mr. Porter stated that since proceedings of the Ontario legislature are not broadcast he did not think that those of the legislative crime committee should be.

Harry Rasky, youthful news editor of CKEY, felt the ruling unfair to radio on grounds that actual broadcasts of proceedings of such a nature constitute radio's most effective means of coverage. He stated, "The microphone is radio's reportorial instrument and it should be permitted, as a public service."

No Canadian legislative proceedings are recorded for broadcast, although CHML Hamilton, Ont., has in past years recorded meetings of the city council for broadcast.

WOKY Affiliates

BARTEL Broadcasters Inc., which operates WOKY Milwaukee, has signed an affiliation contract with Liberty Broadcasting System, Dallas, bringing the network's outlets to more than 370. WOKY operates on 920 kc with 1 kw, and has been on the air as an independent since 1947.

TAPE LIBRARY
Cornell U. Sets Up Center

CORNELL U., with an initial library of 450 tape recorded talks, has established a Tape Recording Center of talks, discussions and dramatizations covering general subjects and a comprehensive selection of material relating to home economics and agriculture.

The tapes are available to any radio station, school or interested group which has use of a tape recorder. Cornell feels that this will provide a means of disseminating information in centers far removed from the campus. Transcribed programs have for years been available to radio stations on a regular basis. This service will be continued, the university explained.

NY Ad Club Officers

NEW officers and members of the board of directors of the Advertising Club of New York took office at a luncheon at the Waldorf-Astoria last Wednesday, led by George S. McMillan, vice president, Bristol-Myers Co., newly elected president. Others:

Stanley Resor, president, J. Walter Thompson, and Frederic Schneller, general merchandising manager, Lever Bros., vice presidents; James A. Brewer, chairman of Brewer-Cantelmo Co., treasurer. New members of the board of directors are: Walter B. Bruce, advertising manager, H. C. Bohack Co.; Horace H. Nahm, president, Hooven Letters Inc.; Frank A. Canonico, vice president, United Cigar-Whelan Stores Corp.; Carl H. Eiser, president and publisher *Hosiery & Underwear Review;* Frank D. Schroth Sr., Publisher *The Brooklyn Eagle,* and Samuel D. Fuson, vice president, Kudner Agency.

UTAH NETWORK
Tri City Group Formed

FORMATION of the Utah regional Tri City Network Inc., comprising KMUR Murray, KVOG Ogden and KCSU Provo, has been announced by Bob Davies, KMUR, newly-elected president of the network. The regional group became operative May 18 with a rate card covering nine hours of evening programs and plans to appoint a national representative.

The network was formed at a meeting of executives from the three stations who cited the need for a concerted effort to sell advertising on a regional basis. Approximately 78% of the state's buying power and 75% of its population are concentrated in the three cities. Each station serves as an originating point for programming each night. College and sports shows will be stressed.

Other officers named are Harold Van Wagenen, KCSU, vice president; Arch Webb, KVOG, secretary-treasurer; Howard Pingree, KMUR, commercial manager, and Mitzi Patterson, KMUR, program director. Rates range from $5.75 for spot announcements to $85 for one hour—on a 26 or more time basis—with prices slightly higher for 13-25 and 1-12 time uses. Network headquarters are at 4646 S. State, Murray, Utah, with other offices at KCSU and KVOG.

MEDIA INSTITUTE
Sessions Open June 15

NINTH annual NBC-Stanford U. summer radio-television institute will open in San Francisco June 21. The eight-week institute, limited to 75 students, offers 15 courses in radio and television for full university credit.

Nine KNBC San Francisco staff members and six San Francisco area educators have been named as instructors on the institute faculty. Facilities of KZSU, Stanford radio station, KNBC, and KRON-TV San Francisco, will be used.

The KNBC staffers are Lloyd Yoder, general manager; George Greaves, assistant general manager; Anthony Freeman, musical director; John B. Grover, announcer-producer; Budd Heyde, announcer; William Minette, director of public affairs; Paul Speegle, program manager; John H. Thompson, manager of news and public affairs; and Hal Wolf, chief announcer.

ON BEHALF of Sylvania Electric Products, President Don G. Mitchell has received 1950 Howard G. Ford Award for "outstanding growth in sales" by Sales Managers Assn. of Philadelphia.

Why buy 2 or more... do 1 big sales job on "RADIO BALTIMORE"
Contact EDWARD PETRY CO.
WBAL

MAY 21, 1951

TELECASTING

A Service of BROADCASTING Newsweekly

CAVALCADE of STARS

—in review!

Chicago

Where other variety shows leave you gasping for breath, "Cavalcade of Stars", leaves you longing for more. This builds up what TVers call "continuing audience loyalty". In other words, you are much more likely to tune in next week.

—CHICAGO HERALD AMERICAN

Boston

In the last couple of months, Jackie Gleason has been evoking more genuine laughs than many of our more publicized video comedians.

—BOSTON AMERICAN

New York

Santapplause Dept.: Jackie Gleason's way with a gag via "Cavalcade of Stars".

—WALTER WINCHELL
N. Y. MIRROR

Pittsburgh

Videodex ratings in Pittsburgh place Du Mont's "Cavalcade of Stars" first, NBC's "Texaco Star Theatre", and "Philco Playhouse", in second and third places respectively.

—RADIO DAILY

STARRING **Jackie Gleason**
AND PRESENTED
EVERY FRIDAY, 10:00 TO 10:30 P.M.
OVER THE

DU MONT

TELEVISION NETWORK
62 AFFILIATED STATIONS

A DIVISION OF ALLEN B. DUMONT LABORATORIES, INC. • 515 MADISON AVENUE, NEW YORK 22 • MU 8-2600

WOC-TV

Builds Telecasts that Build Sales

SELLS FROZEN CONFECTION ON EASTER SUNDAY LIKE JULY FOURTH

Four "Dairy Queen" stores on Davenport side of the Mississippi were persuaded to announce their Easter Sunday 1951 opening over WOC-TV. Station's staff wrote, produced and telecast power-packed 20-second and station ident announcements. Five were aired Saturday and early Easter Sunday afternoon (a cold March 25). This schedule gave these four stores the largest *single* selling day in their history —bigger than any sultry July or August day of previous years. "Dairy Queen" stores in Clinton and Burlington, Iowa, wanted in act—joined with the four local outlets to sponsor live 15-minute weekly WOC-TV production.

10,000 PROOFS OF PURCHASE FROM LOCALLY PRODUCED COMMERCIALS INTEGRATED IN FILM SHOW

Each Sunday for four weeks, Cowboy Ken Houchins stepped before WOC-TV cameras. Gave commercial pitch for Flavor-Kist cookies during 1-hour John Wayne film. Then showed cute Shetland pony which advertiser offered to youngster submitting most suitable name . . . each name to be accompanied by bakerman trade mark from package of Flavor-Kist cookies. Results from four programs; 10,520 names for the pony EACH ACCOMPANIED BY PROOF OF PURCHASE OF FLAVOR-KIST COOKIES.

"MOTION PICTURE DAILY" GIVES ACCOLADE TO WOC-TV PRODUCED PROGRAM

In January 25 issue, "Motion Picture Daily" second annual television poll placed WOC-TV production among top fifteen local shows of the nation—stating that program "won considerable critical acclaim." "Two for the Show" is 15-minute weekly program, headlining Marjorie Meinert and George Sontag piano-organ duo. Produced, directed and telecast for Ford Dealers Association, by station's staff. Even musical theme for commercials originated by WOC-TV program department. The "Motion Picture Daily" accolade is flattering—so, too, is the fact that "Two for the Show" is operating on its *second* 26-week order from Ford Dealers Association.

WOC-TV Sells and Sells

It's "know how" that does it—the "know how" to stimulate the buying urge of people in the Quint City area—people with a per capita effective buying income of 30.2% above the national per capita average. Let WOC-TV write a successful sales story for your product or services. Your nearest F & P office has the facts—or write us direct.

WOC-TV Channel 5
Davenport, Iowa
Free & Peters, Inc.
Exclusive National Representatives

The QUINT CITIES

B. J. Palmer, *President*
Ernest C. Sanders, *Resident Manager*

WOC-TV
AM · FM

A Service of Broadcasting Newsweekly

TELECASTING

...nal Press Bldg.
...ington 4, D. C.

MAY 21, 1951

BROADCASTING • Telecasting
$7 annually, 25c weekly

TV STANDARDS

NARTB Group Warns Stations; Asks Program Logs

THE TELEVISION Program Standards Committee of NARTB, following a meeting in New York last Thursday, sent letters to the operators of all of the nation's 107 TV stations asking them first to provide the committee with a copy of their program logs for the week of May 6-12, 1951, and second to attend a meeting to be held June 22 at Washington's Statler Hotel.

"There can scarcely have escaped the thoughtful notice of each of you the ever-increasing swell of criticism directed against television programming from many sources," the committee's letter stated. "You are all aware of the well-organized efforts being made by educational groups to secure control of a very considerable portion of the frequencies available for TV uses. All of you have read comments made recently by Sen. Benton and others on Capitol Hill to the pointed effect that television programming should receive special governmental attention.

"There is a growing sentiment in Washington and elsewhere to the effect that the impact of television, so dramatically evidenced by the Kefauver hearings, Gen. MacArthur's speech and a variety of other featured incidents, is so infinitely much stronger than that of other media that it necessarily follows that the public interest requires it to be much more rigorously controlled."

Cites FCC Interest

Noting that the FCC "proposes to hold general hearings on television programming, at which time all of us will be required to appear in Washington and to testify as to our performance," and that video programming is regarded by the Commission "of such transcendent importance that it will designate the hearings as second, in order of business, only to the forthcoming hearings on the reallocation proposal," the committee warned the TV licensees "that it would be nothing short of gross negligence on the part of our industry to consider, at the very earliest opportunity, all aspects of our program performance."

"It is not enough that a few of us do this," the letter declared. "The smallness of our total number requires that every man participate."

The committee urged every station to send an accurate copy of its program log for the week of May 6-12 to Robert D. Swezey, committee chairman, care of NARTB in Washington, deleting its call letters if that were deemed necessary. "In any event," the committee wrote, "we assure you that in the analysis of this material no station-by-station comparison will be made, nor any station identified.

"We need the material," the committee explained, "in order to make consolidated findings of the facts and trends now predominant in our programming." Committee intends, it said, to make "a thorough analysis of the program data submitted and to draw from that analysis certain salient topics to be submitted for open discussion" at the general meeting of all TV stations on June 22.

Committee proposed that the meeting "be largely devoted to a closed working session in which we may have a frank, shirt-sleeves discussion of the facts confronting us and the consideration of appropriate methods of treating them. It may well be that we will conclude, in our first meeting, that it will be desirable to appoint various industry committees to deal with specific questions and that a further general meeting be held sometime in the early fall.

Stress Seriousness

"Your committee does not mean to be alarmist in any respect," the letter stated. "However, we cannot overstress the seriousness and pressing nature of the matters before us. We have come to the considered conclusion that the only way in which they can be adequately treated is through the prompt and wholehearted cooperation of all operating television stations.

"The fewness of our numbers is in entire disproportion to the magnitude and number of our problems, and if our industry is to survive and flourish in a pattern consistent with the aim and ambitions all of us have for it, it is absolutely essential that we give immediate and intelligent consideration to our present situation and make appropriate plans for the future."

In addition to Chairman Swezey, the TV Program Standards Committee members are: Clair McCollough, WGAL-TV Lancaster; Frank Russell, NBC; George B. Storer, Fort Industry Co.; Chris Witting, DuMont TV Network.

TIME SALES

March Network Gross $9,585,386

GROSS time sales of the four TV networks in March of this year totaled $9,585,386, according to figures released last week to BROADCASTING • TELECASTING by Publishers Information Bureau, which compiled them from reports of individual advertiser time purchases (calculated at gross rates, before frequency and volume discounts) from the four video networks.

The figure is not precisely comparable with the $2,186,513 for March of a year ago as during 1950. DuMont figures were not available and the PIB material then issued covered only ABC, CBS and NBC TV networks. Similarly, the four-network total gross time sales of $26,348,648, reported by PIB for the first quarter of 1951, should not be compared directly with the $5,809,814 three-network total reported for the first quarter of 1950.

Inclusion of DuMont data for 1951, published for the first time with the March PIB report, changes the network gross figures for January and February from those reported earlier [BROADCASTING • TELECASTING, April 30, 9]. Corrected, four-network totals are:

January	$8,552,633
February	8,210,629
March	9,585,386
First Quarter	$26,348,648

Procter & Gamble Co. again heads the list of TV network clients with March gross time purchases of $500,215. R. J. Reynolds Tobacco Co., as in February, ranks second, with $355,415. General Foods Corp., which ranked fourth in February, rose to third place in March, with $274,788, while Anchor-Hocking Glass Corp., third in February, dropped to fifth place in March, with $236,800, following fourth-place Ford Motor Co., with $261,030. (Table I shows the top 10 purchasers of TV network time during March. Table II lists the leading advertiser in each class of product advertised on the video networks in March.)

Analyzed by product groups (Table III), the PIB figures show

(Continued on page 74)

* * *

TABLE I
TOP 10 TV NETWORK ADVERTISERS
MARCH 1951

1. Procter & Gamble Co.	$500,215
2. R. J. Reynolds Tobacco Co.	355,415
3. General Foods Corp.	274,788
4. Ford Motor Co.	261,030
5. Anchor-Hocking Glass Corp.	236,800
6. Liggett & Myers Tobacco Co.	222,745
7. Colgate-Palmolive-Peet Co.	221,588
8. American Tobacco Co.	215,730
9. P. Lorillard Co.	207,621
10. General Motors Corp.	188,440

TABLE II
LEADING TV NETWORK ADVERTISERS IN EACH PRODUCT GROUP FOR MARCH 1951

Apparel, Footwear & Access.		International Shoe Co.	$ 61,131
Automotive, Automotive Supplies & Equip.		Ford Motor Co.	261,030
Beer, Wine & Liquor		Anheuser Busch Inc.	109,750
Building Materials, Equip. & Fixtures		The Kenwill Corp.	1,745
Confectionery & Soft Drinks		Mars Inc.	47,060
Consumer Services		United States Government (Army & Air Force)	47,985
Drugs & Remedies		Sterling Drug	56,250
Food & Food Products		General Foods	274,808
Gasoline, Lubricants & Other Fuels		Texas Co.	102,200
Household Equipment & Supplies		General Electric Co.	124,390
Household Furnishings		Mohawk Carpet Mills	119,040
Industrial Materials		Anchor-Hocking Glass Corp.	236,800
Insurance		Mutual Benefit Health & Accident Assn.	37,100
Jewelry, Optical Goods & Cameras		Bulova Watch Co.	80,490
Office Equip., Stationery & Writing Supplies		Minnesota Mining & Mfg. Co.	19,450
Publishing & Media		Time Inc.	102,508
Radios, TV Sets, Phonographs & Musical Instruments		Philco Corp.	141,784
Retail Stores & Direct By Mail		Drug Store Television Productions	104,325
Smoking Materials		R. J. Reynolds Tobacco Co.	355,415
Soaps, Cleansers & Polishes		Procter & Gamble Co.	467,665
Toiletries & Toilet Goods		Colgate-Palmolive-Peet Co.	147,338
Miscellaneous		Quaker Oats Co.	44,520

BENTON EDUCATION PLEA *Asks for Time*

IN A MAJOR Senate speech last Tuesday, Sen. William Benton (D-Conn.) asked FCC to pause and reconsider in order that educators can close ranks in their quest for TV channels.

Sen. Benton is the author of a resolution which would call for a full-scale Senate investigation, review and study of proposed television allocations in light of educators' demands. The resolution (S Res 127) is pending before a special Senate Interstate Commerce subcommittee, chairmanned by Majority Leader Ernest W. McFarland (D-Ariz.) [BROADCASTING • TELECASTING, May 14, April 23, 16].

Senate Commerce Committee Chairman Ed C. Johnson (D-Col.) told BROADCASTING • TELECASTING that he noted Sen. Benton "discreetly avoided mentioning the UHF but appeared to mention the VHF exclusively. He must know that there are 65-70 channels [in the UHF] and only 12 VHF channels" available in the spectrum.

Sen. Johnson was in a good position to hear Sen. Benton's address as he was presiding over the Senate at the time.

Hearings Planned

The Coloradan said the entire question of educational TV was "controversial, involving controversial things." But, he said, the special subcommittee would carefully explore the Benton resolution and that preliminary hearings would be held "in the very near future."

Tackling the issue head-on in his carefully prepared speech, Sen. Benton said "the least that we can ask of the FCC is that a sufficient number of channel allocations be held up until the national, state, and local educational boards have had time to determine the need and extent of their requirements. Other institutions devoted to public service should also be given time."

Also called for FCC consideration by the former advertising executive were the following:

● Time for "a new commercial development . . . the so-called subscription method, carrying no advertising, by which the customer pays for the service, instead of the advertiser." Such a system, he said, would "greatly stimulate the development of educational, informational, and public-service programs."

● Before allocating new channels to commercial broadcasters, he suggested "it [FCC] define more clearly the famous phrase 'public interest, convenience, and necessity' as applied to television."

Sen. Benton declared that when "we determine what programs can fairly be deemed 'educational' or 'public service,' let us see that they get a good percentage of good listening time."

Explaining what effects he hoped his resolution could have on the entire field, Sen. Benton said it seeks to "explore the impact of television on America's children—home life, education, sports, public affairs, rival forms of communication and entertainment, reading habits, language, and morals."

While commending the FCC for showing both "enlightenment and courage in making tentative educational reservations," Sen. Benton asserted "the reservations may be too few . . . the FCC has given no assurances as to how long it will hold them open."

He said he hoped one result of a Senate study would be "adoption of a resolution or the passage of a bill strengthening the hand of the FCC in this matter, and guaranteeing to education the full time and full chance it deserves."

Coming under the Senator's fire was NARTB's resolution expressing opposition to S Res 127. He said the association "is demanding these channels largely for entertainment and advertising . . . protests the [FCC] proposal . . . to set aside even 10% of the new facilities for education and public service . . . contends that educational reservations are reservations for a special class of applicants."

He said: "The national association argues, according to the *Times* [New York], that the educational reservations may be wasted through nonuse, or limited use, or use for the benefit of a limited audience." He introduced copies of the NARTB resolution and the *Times*' articles as exhibits.

New York Plan

Sen. Benton then described the New York Board of Regents' bid for an educational TV network of 11 stations [BROADCASTING • TELECASTING, May 14] excerpting statements made by Jacob L. Holtzmann, chairman of the regents committee. The legislator paid particular attention to Mr. Holtzmann's assertion that Mr. Holtzmann did not know which in the future "will be more important," TV channels or school-houses.

The Senator extended his argument to assert that an even "far, far greater, though perhaps less self-evident" potential use of television was in adult education as compared to formal education.

New York's example, Sen. Benton said, was one he would like to see "studied and emulated by state boards of education in every other state of the union. I am today writing to the board of education in my own state of Connecticut." He said that in his state there is only one such reservation which would be able to reach parts "of only three of our eight counties." He also mentioned Massachusetts and New Jersey, where he said there is proposed a single reservation, and not a single reservation, respectively.

Sen. Benton was joined in his discussion by Sens. Lester C. Hunt (D-Wyo.) and Kenneth S. Wherry (R-Neb.).

Sen. Hunt pointed out that the "interests sponsoring television outlets and those owning television companies [are] approximately the same as the interests which now own and control radio."

He said that in early allocation of radio channels and frequencies "five of the most favorable were allocated to . . . New York, clear across the United States to the Pacific Coast," adding that none of the stations has the capacity to cover that distance.

In answer to Sen. Wherry's questions about television time (and radio, as well) for a member of Congress to respond to "comments with respect" to him made by a commentator, Sen. Benton said he thought it would be suitable for the Senate "to examine the possibility of having licensees provide major candidates of both parties, when they run for office, with a certain fixed amount of free television time."

The day before his major speech, Sen. Benton had printed in the *Congressional Record* his speech made before the Institute for Education by Radio-Television [BROADCASTING • TELECASTING, May 7].

Red Skelton TV Time

PROCTER & GAMBLE, Cincinnati, will present its Red Skelton television show on Sunday, 10-10:30 p.m., the time being dropped by Congoleum-Nairn for its Dave Garroway show on NBC-TV. Benton & Bowles is agency. Show starts in fall.

TV 'Rule of Five'

AN EDITORIAL

NOW THAT there's a breather in the TV allocations proceedings, forced by the unexpected flood of comments, it behooves all concerned to take another look at the so-called educational reservation provision of the FCC's plan.

When Comr. Frieda B. Hennock first agitated for the reservations, broadcasters and even the FCC did not take her campaign seriously. They under-estimated her prowess. Most people were loath to oppose education as being tantamount to opposing motherhood.

The upshot was the compromise—a 10% reservation of assignments to a special class. It was a paper reservation. Then came the realization that this was not an educational project at all—but a gigantic political grab.

What to do about it? The organized educators have a $90,000 windfall from the Ford Foundation, perhaps the most richly endowed philanthrophy in the world. The Joint Committee for Educational Television obviously is seeking from Ford the funds with which to build and operate many non-commercial educational stations. The foundation has retained an outstanding publicist, James Webb Young, to make a study of television.

Here Madam Comr. Hennock, JCET, the Ford Foundation and Sen. William Benton (D-Conn.), the huckster-turned-reformer, go afield. They oppose a "commercial monopoly" in TV. But, perhaps inadvertently, they espouse an "intellectual monopoly" in the moulding of public opinion. Or, a political monopoly in the concentration of TV facilities in school boards, controlled by the mayors of the communities in which they are located, and politically elected or appointed to office.

There's another obstacle with which the Ford Foundation inevitably will collide if it attempts to sow its millions in so-called educational TV. The regulations governing multiple ownership in TV limit the number to five for any single entity. It may be argued that this is a "commercial" rule only. Rules, however, change in keeping with prevailing conditions. Multiple ownership exists whether the stations are commercial or kept.

The FCC, in appraising the qualifications of applicants, probes deeply into the manner of financing. If Ford, for example, should finance more than five TV stations, would the "rule of five" apply? Certainly Ford funds would not be endowed with no strings attached. There would be something in the nature of chattel mortgages. The record is replete with cases wherein the FCC has held that those who have provided the capital must be construed, in fact, as controlling the license.

Or suppose the Ford Foundation decided to endow the stations, once built? The record shows that the FCC repeatedly has held that he who controls the programming (brokerage of time, for example) controls the license. Ford then could be construed as the licensee. Would the "rule of five" apply?

When it all shakes down, we feel the FCC legally, morally and practically, will decide that educators must vie with all others on equal footing in seeking TV facilities.

Meanwhile, we can't help but wonder how Henry Ford, whose name reflects the very quintessence of free enterprise, would react to the use of funds dedicated to his memory for the creation of a political monopoly to control public opinion, in short, socialism.

AD ECONOMICS

N.Y. Clubs Hear Experts

"WE HAVE NEVER spent an advertising dollar that has caused so much conversation or brought so many direct and spectacular results in every direction as the dollars we are spending on television today," J. Gilbert Baird, sales promotion manager of Westinghouse Electric Corp.'s Electric Appliance Division, told a joint meeting of the American Television Society and Sales Executives Club of New York last week.

One of a series of speakers on television subjects, Mr. Baird related how his company, which sponsors *Studio One* over CBS-TV, had begun in 1946 on a nine-station live network and a $400,000 budget and today was on a 51-station network and $2.3 million budget. Mr. Baird said there were good reasons.

First, he said, was that the show reaches 9 million people each week. A top Hollywood movie, by comparison, must play a whole year to reach 6 million, while a Broadway play such as "South Pacific" would have to play 17 years to reach 9 million.

Second, he continued, "one of the (rating) services has rated us in the top 10 for 9 out of the past 12 months," and *Studio One* had received a total of 15 "top dramatic honors from a variety of sources."

Cites Cost

Third, there was cost. The total budget of $2.3 million, he continued, included $75,000 for newspaper advertising and $50,000 for dealer promotions, "with additional monies for publicity. We found out early in our experience that simply having the TV show was not enough—we had to do a complete merchandising job on the show to make sure that we got full value out of the investment."

With 53 shows a year, he said, the cost was $43,400 per show. Three commercials per show, each on a different product, made the cost per product commercial $14,466. Dividing 9 million viewers into $14,466, the cost is $1.60 per thousand viewers. If it is assumed 30% of the audience think the commercial "a fine time to leave the room to see if the kids are asleep or to mix a fresh drink," then the cost is $3.20 per thousand. Or, considering 2.7 persons per TV set represent only "one checkbook," the cost is $4.80 per thousand prospective purchasers.

"At this price," Mr. Baird pointed out, "we find ourselves right in the customer's own home, with their undivided attention, and we are *demonstrating* our product. With our merchandise, you must demonstrate to sell. Here we are making the demonstrations with the husband and wife together, under the most favorable conditions, where the buying decisions are made."

There were other reasons why his company was happy with television, he said. "The biggest" one: "We can actually trace a lot of sales directly to the demonstrations on the show. We have a steady flow of correspondence from our distributors telling of dealer reaction and actual sales." Westinghouse finally had gotten its Laundromat into one of the country's greatest department stores, he continued, because the president's wife was a regular viewer of *Studio One* and had been sold by Betty Furness. One demonstration of Mobilaire fans, priced at $70, sold 872 fans out of a stock of 900 in a Chicago store, he said.

"The real payoff comes in at the dealer level. The toughest problem is getting dealers to feel enthusiastic about your advertising efforts and to do something about it. Now—for the first time in our experience—we get a steady flow of dealer correspondence telling us of their enthusiasm for our show and the sales they have made from it.

"Certainly it is not an advertising activity that can be run from a rocking chair. It's hard-hitting, fast-moving—and it has a new kind of language and a great new impact. And it brings on a whole new kind of responsibility. For the sponsor finds himself in the living room of the customer as a guest."

As a result, Mr. Baird continued, "interesting things happen." An incorrect demonstration of how to mix clothes in a Laundromat brought protests which are still continuing, while improper loading during another demonstration resulted in numerous service calls from customers who weren't getting proper washing results.

Reaction Surveyed

One thing particularly has been learned, he said, after a survey by McCann - Erickson, Westinghouse agency. "The public does not hold a sponsor liable for story content," although the content may indirectly affect sales by leaving the listener in an undesirably-disturbed state of mind for reception of commercials. Dislike, however, is not transferred to the sponsor, he concluded.

Paul Raibourn, vice president of Paramount Pictures Corp., which owns KTLA (TV) Los Angeles, said that the "amount of brow sweat . . . the American public is willing to pay for the pleasures of television must be classified as an economic marvel."

He compared the '20's during which about 2% of less national income was traceable to amusement and the present when families "seem to be willing" to spend 2% for television alone.

The average family buys a TV set, he said, "because they expect . . . interesting and dramatic

(Continued on page 74)

ASCAP LICENSES

66 Stations Reject Video Proposals

A TOTAL of 66 of the country's 107 TV station operators have refused to accept either of the proposed licenses for the use of ASCAP music on telecast programs, compared with 36 stations known to have accepted the ASCAP blanket license, Dwight W. Martin, WLWT (TV) Cincinnati, chairman of the All Industry Television Per Program Committee, said Wednesday, following a meeting of his committee in New York.

Some 40 stations have already contributed more than $19,500 as first quarter payments to the committee's support, Mr. Martin reported, stating: "The industry has made an excellent showing in this fight for fair terms and practices."

Preliminary Sessions

Committee counsel, Judge Simon H. Rifkind and Stuart Sprague, who attended Wednesday's meeting, have held preliminary conferences with counsel for ASCAP, Mr. Martin said, which will be followed this week "with more extensive negotiations." In preparation for these negotiations, he said, "considerable progress has been made in procuring factual information from stations and this activity will be stepped up at once. Research analysts have been consulted and they are now engaged in reviewing material furnished by counsel."

Breaking down the count of stations accepting or rejecting the ASCAP license terms, Mr. Martin said that "52 stations have sent in rejection letters to ASCAP and 14 other stations have either expressed their intent to do so or are taking other appropriate steps adverse to ASCAP—a total of 66. Stations known to have signed blanket contracts are 36 in number, about 20 of which, consisting of network owned stations and a handful of independents, signed licenses a year and a half ago. Five other stations still have the matter under consideration."

Unlike meetings between the All Industry Per Program Committee and ASCAP, which continued through all of 1950 and, after a break, were resumed early this year until ASCAP decided to issue licenses with terms of its own making, the talks now beginning will have to produce results rapidly, if at all. ASCAP sent its proposed license forms to stations about March 10, from which date 30 days were allowed for consideration and another 60 for negotiations for more favorable terms. That period will conclude about June 10, following which stations must either sign up with ASCAP or stop using its music, unless they ask the Federal court in New York to set fair terms and the court continues the interim-use arrangement during the time of its deliberations.

FORCEFUL REMINDER that there are still large areas of the nation where television is a novelty is this picture from Portland, Ore. RCA Victor's closed circuit telecasting demonstration was shown in display windows of Meier & Frank Co., city's largest department store, as a part of the Greater Portland Industries Exposition [BROADCASTING • TELECASTING, May 7]. **Crowds quickly formed on the sidewalk during each telecast.**

FREEZE LIFT HOPE DIMS

With FCC Delay

HOPES DIMMED last week for possible overall lifting of the television freeze by the end of this year as FCC postponed to June 11 its deadline for filing of replies and counter-proposals to initial comments on the revised TV allocation plan and delayed commencement of the hearing on city-by-city allocation proposals until July 9.

The additional time to file replies was requested jointly by the Assn. of Federal Communications Consulting Engineers, the Federal Communications Bar Assn. and NARTB-TV [BROADCASTING • TELECASTING, May 14].

With the passing of the hectic climax in filing of initial comments at deadline May 7 upon the Commission's greatly revised plan, announced in late March [BROADCASTING • TELECASTING, March 29 et seq.], attention turned last week to speculation on lifting of the freeze and its related problems. The freeze on all new station construction, as well as changes in facilities for existing stations, was imposed Sept. 30, 1948, pending the reallocation study.

Influencing Factors

Observers are attempting to draw answers out of the multitude of sometimes conflicting factors, attending the TV enigma of "where do we go from here?" These factors, directly influencing any projected time table on lifting the freeze and making actual grants, include:

- **Prospects that the hearing on city-by-city allocation proposals may last anywhere from two to nine months.**
- **Estimate by FCC Chairman Wayne Coy that after this final hearing the Commission may need two months to study the record and render a final decision on its master allocation plan.**
- **Indication perhaps another two months would be allowed for filing of new applications once the allocation plan were finalized.**
- **Expectation once freeze is lifted and grants possible that lengthy, hotly contested comparative hearings will ensue in major cities, particularly for VHF assignments.**
- **Possibility of further delays through court litigation—revolving around broad questions of whether FCC's plan of allocation by rule-making is lawful, as contested by FCBA and certain individual broadcasters, and the educational reservation issue, as well as specific city allocation conflicts.**
- **Unknown complications resulting should FCC proceed to its earlier proposed "partial" lifting of freeze, on which it currently declines all comment. One spokesman late last week indicated he thought FCC has not made up its mind on what course to take.**
- **Practical effect of restrictions already imposed or which may be imposed by defense program upon new station construction and manufacturing of equipment and receivers.**
- **Host of additional problems inherent in forthcoming Supreme Court ruling on color television litigation, particularly should green light be given to colorcasting through decision upholding FCC's approval of CBS system.**

FCC last Tuesday announced the further delay in filing of comments and beginning of the city-by-city hearing. Earlier, the replies were due May 22, with the city-by-city hearing scheduled June 11. These dates already had been once-postponed from the original schedule under which initial comments were due April 23, replies May 8 and city-by-city hearing May 23.

The July 9 hearing is to commence at 10 a.m. in the Department of Commerce Auditorium, 14th St. between Constitution Ave. and E. St. N. W., Washington, scene of the majority of earlier phases of the allocation proceeding.

Expectation that the city-by-city hearing will run through the summer and possibly well into the fall came from both commercial broadcasters and educators. Many experts view the allocation proceeding as virtually the last chance to get into television.

* * *

DR. T. T. GOLDSMITH Jr., director of research, Allen B. DuMont Labs Inc., uses the "DuMont Allocation Demonstrator" to show why DuMont feels that its allocation plan is superior to that of FCC. Here the map is showing that the DuMont plan allocates four or more VHF commercial channels in 53 areas as compared with only seven such allocations by the FCC plan. The "Demonstrator" will be used by DuMont in its presentation before FCC during the forthcoming hearings.

Community allocation proposals are expected to be prosecuted as vigorously, if not more so, than individual applications in any comparative proceeding.

Organized education alone, according to present indications, is seen pressing the cause for reservation of noncommercial channels in nearly all cities now containing reservations plus other key areas not now so reserved. A roster of leading citizen witnesses might be in prospect in each case, some predict, as the Joint Committee on Educational Television attempts to guide education's cause away from any stigma of a generalized "boiler plate" presentation.

Education across the U. S. has been well briefed on the TV proceeding from many quarters, including an early April prompting, by letter, by U. S. Comr. of Education Earl J. McGrath of Federal Security Agency's Office of Education.

Commercial interests likewise are seen exploring fully every aspect of the allocation story in their efforts to develop a national competitive service and comprehensive local facilities.

According to some reports, the Commission continues of the opinion that intermixing of VHF and UHF channels must be retained if there is to be a nation-wide competitive system.

But the contention of FCBA that allocation by rule-making is unlawful and the plan should rather

(Continued on page 67)

SET SLUMP

Distributors Move to Clear Shelves

TELEVISION set dealers, distributors and manufacturers last week fought hard—and with some success—to combat the crippling effects of government credit restrictions, over-production and the general slump in the appliance business.

Most dramatic step was that of Monarch-Saphin Inc., New York distributor chain, which last Monday started public auction of about 11,000 late-model TV receivers representing approximately $5 million of motionless inventories.

But one of the most effective steps appeared to be the RCA Victor market stabilizing plan [BROADCASTING • TELECASTING, May 7]. Presented to the company's distributors April 30, the plan has received "wide acclaim and the complete support of both distributors and dealers," according to A. B. Mills, general sales manager of RCA Victor Home Instrument Dept.

Backbone of RCA Victor's plan is a two-fold guarantee, at least until Aug. 1, not to change factory list prices of TV sets or bring out new models. Dealer morale has been strengthened, according to one major distributor. Others joined in this statement, and also said the effects spread into finance companies and banks in accepting RCA Victor paper over competition.

The Better Business Bureau in New York stepped into the picture last week on the ground that the Stevens Radio & Television Co., Long Island City, was misrepresenting its "cost" prices. The Bureau contended that "make an offer" advertisements did not mean what they implied. "In this case any prospective purchaser could reasonably assume a set could be purchased at your cost price or less," the Bureau stated. "We recommend that such advertisements be discontinued." The bureau added that it had sent a shopper to the store.

Stevens Revises Ads

The Stevens store revised its advertisements, according to the bureau.

Reportedly every brand on the market except RCA was represented among the sets being auctioned by Monarch-Saphin. With prices said to be averaging $50 below dealer-delivery prices in the early sales, heavy dealer buying was reported. Attendance was estimated between 4,800-5,200 persons the first day and the day's sales were placed between $120,000-$150,000.

Government credit restrictions, which Albert V. Saphin, Monarch-Saphin president, was reported as saying had killed 80% of his business following accumulation of large inventories by the company in anticipation of wartime shortages, were said to have made the sale necessary.

The auction was held on the stage of the Capitol Hotel Carnival Room, which was lined with cash registers and booths for completion of purchase transactions, with over 100 sales people assisting.

Floor selling prices included excise tax and manufacturer's warranty for one year. Delivery, installation and service contract were extra, but available at standard rates. Cash transactions required a 10% deposit and completion within 48 hours. Monarch-Saphin offered to arrange credit terms where customers desired, although 60% of the early sales reportedly were for cash.

Auctioning proceeded on a "mass" basis, with the auctioneer, once bidding upon a particular set had established a price, including

(Continued on page 72)

AREA COVERAGE

Antenna Projects Mounting

COMMUNITY antenna projects—offering TV to isolated areas—appear destined to further enhance television's selling story.

Networks and stations alike have been observing the five-month expansion of an idea [BROADCASTING • TELECASTING, Feb. 19] which means a limited bonus audience for many existing outlets. Thus far, however, there is not enough tangible basis for radical revision of rate cards.

The networks themselves are non-committal. It is further pointed out that the community projects accommodate pickups from only one station at a time. That means restricting audience choice of programs and limiting stations' coverage claims.

The idea of a master antenna pickup and the feeding of shows by line into subscriber homes has captured the fancy of countless communities cut off from TV by hills or comparable terrain characteristics.

FCC in Washington already has received numerous queries from communities and parties expressing interest and intent to establish like service. Commission approval is not required in such undertakings, but that agency is keeping an informal file on the subject and is interested insofar as the system presents a means of broadening existing and proposed TV coverage.

The most ambitious project is unofficially reported for the Rocky Mountain area. Under study is a plan to establish service from Salt Lake City south to Provo, Utah, and north to Twin Falls, Ida., with programs coming from two Salt Lake City stations, KSL-TV and KDYL-TV.

Greatest concentration of installations thus far is in Pennsylvania. Philadelphia station reception is reported being brought into Lansford (by Panther Valley Television Co.), Honesdale (Kenneth Chapman) and Franklin (Harren Corp.).

Most recent undertaking is at Danville, N. Y. There, Peerless Television Corp. is running a cable from an antenna on East Hill to bring service (at $3 a month following $75 installation charge to customer) from Western New York State stations.

Other areas negotiating for service include Lock Haven, Harrisburg and Pottsville, Pa., which would provide Philadelphia pickups; Astoria, Ore. (Radio & Electronics Co.), to relay service from Seattle; and Bellingham, Wash., also planning Seattle pickup.

Lansford Project

At Lansford, an 85-foot antenna produced by Jerrold Electronics Corp., Philadelphia firm which developed the idea, picks up signals from Philadelphia, 85 miles away, and feeds them into the homes by wire. A Jerrold spokesman cited this as a specific example of a community, down in a basin between mountains, that would be without hope of service under ordinary circumstances.

Company President Milton Shapp ventured that TV stations could more than double their coverage if the present emergency shortages do not stop materials for building.

Evolution of the community TV antenna plan came after Jerrold had installed wire lines to different sets for in-store demonstrations; then advanced the same theory to produce master antennas for apartments and like buildings; and finally recognized that the principle could be applied to communities distant from TV service.

It is estimated that installation cost for a project runs in excess of $30,000, although it is hoped that new equipment ideas currently being perfected will substantially reduce this figure.

Charge to customers averages around $100 for initial installation with a monthly charge of $3 or slightly more.

Only other possible competitive development in the foreseeable future is a plan of Gordon Brown, WSAY Rochester, N. Y. In submitting his comments on the FCC's proposed allocation plan, Mr. Brown urged setting up of low-powered rebroadcast stations to give TV to the same type of isolated communities [BROADCASTING • TELECASTING, May 14].

NBC-TV PLANT

Seeks Hollywood Property

ALTHOUGH the NBC deal to acquire 40 acres adjacent to Warner Bros. Studios in Burbank for an eventual West Coast TV production center [CLOSED CIRCUIT, May 14] was expected to be consummated this past weekend, network executives are continuing to inspect various available Hollywood film studio lots.

Thirty of those acres would be bought from Warner Bros. with the additional 10 from the City of Burbank. Total cost is said to be "about $800,000."

Although no estimated cost figure is available, and depending upon the building material and equipment available, a television-radio center will ultimately be erected on the Burbank property to house Hollywood operations of both NBC and RCA.

Should NBC, in the meantime, find a ready setup that meets its TV needs, a possible deal may be made on either an outright buy or long term lease basis. It is known that NBC executives have inspected several Hollywood film studio lots. Manie Sacks, RCA vice president, and Robert Sarnoff, NBC-TV director of unit productions, currently are in Hollywood from New York, and are to look at others during their brief stay, it was said.

Whatever kind of move NBC may make, and despite published reports, the network has no intention of disposing the present block-square Western Division headquarters at Sunset Blvd. and Vine St., a spokesman said. Joseph McConnell, NBC president, was expected to join them this week in Hollywood.

P&G Replacement

PROCTER & GAMBLE, Cincinnati, will sponsor a half-hour, live, dramatic show on NBC-TV Tuesday, replacing its *Fireside Theatre* for summer fare, effective July 3. Compton Adv., New York, is the agency.

FOREIGN FILMS

Available by Fall, Loewi Reports

FOREIGN FILMS made especially for television will be available for use in this country beginning in the fall as a result of arrangements made with British and French movie producers by Comdr. Mortimer W. Loewi, director of the DuMont TV network, he announced last week on his return from six weeks abroad.

The films will be made as half-hour programs, each complete in itself but with the same characters continuing through a series, Comdr. Loewi said, so that a series can continue as long as interest in the story and characters is maintained. Two series of 13 episodes each will be ready before summer's end, he said, so American TV broadcasters can start telecasting them in the fall.

Exclusive Rights

DuMont has obtained exclusive American TV rights to the output of a number of foreign film companies, Comdr. Loewi stated, after he had presented these companies with a plan for making pictures in the video pattern of half-hour program units. The companies will themselves retain the theatre exhibition rights to their products, for showing either as half-hour series or with several episodes combined and edited into feature picture length. The foreign producers were persuaded to make these films, he said, when he showed them that the American TV market offers them repeated sales of their films, both in new cities as TV stations spread through the country and for second and third runs following their original TV showings.

Comdr. Loewi declined to identify the companies which will produce the pictures or the titles of the first series, except to say that the series would be based on "ageless" themes such as "Robin Hood" or "King Arthur's Court." He said the pictures would offer the advantages of scenes shot in actual foreign outdoor settings, not just studio sets, in addition to their economy when compared to the prices of pictures made in the United States.

In addition to the movie series, Comdr. Loewi reported that he had begun negotiations with three foreign entertainers—two British and one French—for American TV appearances, and that he expects to make use of the foreign talent pool as a means of developing new TV stars at home. Citing the many foreign actors who have become America's top motion picture stars, he said he sees no reason why the same formula will not work in TV.

These foreign artists "are eager to come here, too," he said, "for while they wish to work in the new medium they haven't a chance of doing so in the British and Continental systems of telecasting. Many of them offer unique acts and could make a real contribution to our programming."

Andrew P. Jaeger, manager of DuMont's film division, accompanied Comdr. Loewi on his European trip and discussed the technical details of making films for TV with the European movie makers and telecasters, who also were shown DuMont teletranscriptions (kinescopic films).

* * *

Comdr. Loewi (r) and Mr. Jaeger land at New York's Idlewild Airport after the six-week survey of film and television facilities in Britain, France and Italy.

Behind U. S. TV

Comdr. Loewi reportedly was not greatly impressed with the status of television abroad which he felt is far behind TV in this country, both technically and programwise. Government monopoly, with its attendant lack of competition and low salaries for artists, writers and producers—the creative people of television—cannot produce the quality of programming which arises from the competitive free enterprise system, he declared. Nor, he added, with a single-service system is there any incentive for improvements in technical standards.

Daytime TV DELIVERS RESULTS
in
Oklahoma's
MULTI-MILLION
DOLLAR MARKET

KOTV
Exclusively Yours
in
73,000 TV Homes

TOPS in Afternoon Entertainment
with A
VARIETY
OF SHOWS
DAYTIME NETWORK
SHOWS FROM
NBC, CBS, ABC, DUMONT
Beulah; 4 Star Revue; Burns and Allen; Gary Moore; Kate Smith; Kukla, Fran and Ollie; Strike-It-Rich; Howdy Doody and Horace Heidt.
★
DAYTIME
SPOT PARTICIPATION
SHOWS
Lookin' at Cookin'
Glass Showcase
Matinee Merry-Go-Round

KOTV
CAMERON TELEVISION, INC.
Channel 6
302 South Frankfort
Tulsa 3, Oklahoma

WOMEN'S SHOWS

Sure-Fire Sales Formula—Petry

WOMEN's TV programs—"women selling women, through television"—were cited last week by the TV Div. of Edward Petry & Co., station representative firm, as constituting a sure-fire sales formula to reach the people who control the country's wealth and spending.

"In this country it is an established fact that Mrs. America is the purchasing agent," the brochure declared. It pointed out that women "spend 85% of the consumer dollar" in addition to being beneficiaries of more than 80% of all privately owned life insurance, inheriting 70% of the estates left by men and 64% of those left by other women, owning 50% of all privately owned stock in large corporations, holding two-thirds of all privately owned war bonds and spending 75% of all money expended for clothing.

Local advertisers have found immediate local acceptance for women's daytime TV shows and national advertisers "are buying into local women's programs at a fast pace with the result that by fall many of these programs may be sold out," the brochure asserted. "The fall of 1951 will see many of the local women's programs on the Petry TV stations with an SRO sign," the report continued.

Some 20 women's programs are currently being carried on 11 of the televisions stations represented by the Petry company.

Aside from the fact that women's TV shows are aimed at the audience that predominates in family buying, the Petry report noted, this type of program offers these additional major advantages:

1. They provide "the personal, locally flavored touch . . . most effectively . . ."

2. They permit "maximum use of that most powerful of all sales-tested devices—demonstration of product use . . ."

3. They have "the personal endorsement factor."

4. They have "low cost per commercial. . . . You need no commercial production . . . no costly films to prepare . . ."

5. "The program is there every day," making it possible to "sell harder and more often."

6. These programs "permit the advertiser to schedule his sales message on weekdays in the daytime when the bulk of the shopping is done . . . Every weekday is a shopping day, and that's when women's TV shows do their selling."

The report named some 46 companies in a "partial list of key national advertisers" currently using women's local television shows.

FLORIDA CITRUS

$78,000 Okayed for TV

A NATIONWIDE advertising campaign, earmarking $150,000 for television and newspapers, has been approved by the Florida Citrus Commission. Some $78,000 will be allotted for television alone, it was reported.

These funds are in excess of the estimated $2 million spent annually on advertising by the commission. It was provided by legislation which raised the per-box tax on oranges and grapefruit [BROADCASTING • TELECASTING, May 7].

According to Jack Forshew, Lakeland, Fla., representative of J. Walter Thompson Co., which handles the commission's campaigns, some 15 stations in 10 cities will be used.

The agency said stations over which the advertising of citrus is to be handled are WGN-TV Chicago; WBAL-TV Baltimore; WJZ-TV WNBT (TV) WPIX (TV) New York; WNAC-TV Boston; WPTZ (TV) WFIL-TV WCAU-TV Philadelphia; WMAL-TV Washington; WCPO-TV Cincinnati; WNBK (TV) Cleveland; WSB-TV Atlanta; WXYZ-TV Detroit (two programs, *Hello Girls* and *Charm Kitchen*), and on another station as yet unnamed.

TV programs are slated to run three times per week in the same major markets, it was understood. The campaign probably will run for six weeks with the summer campaign on processed citrus scheduled to start soon after, using the same media.

Advertiser Sought

SPONSOR for *Showtime . . . USA*, over ABC-TV since Oct. 1, 1950, is being sought by American National Theatre and Academy and the packagers, Howard Teichmann and Nathan Kroll. The present sponsor, Dodge Dealers of America, through Ruthrauff & Ryan, New York, has decided not to renew when its contract expires Aug. 5.

WPIX STRIKE ENDS

Tentative Agreement Set

WPIX (TV) New York's walk-out of technicians, including cameramen [BROADCASTING • TELECASTING, May 14], ended the night of May 11 with a tentative agreement on working conditions and a referral of the entire dispute to the American Arbitration Assn.

The strike, which lasted two days, was called May 9 by Local 1212, Radio and Television Broadcast Engineers, IBEW, when negotiations over a contract to replace the one which expired May 1 bogged down on the question of a 5% across-the-board wage increase proposed by the union.

While the strike lasted, WPIX was forced to cancel all live programs, including broadcasts on both afternoons of New York Giants baseball games, and substitute films. Supervisory personnel kept the station on the air until it returned to normal operation at the beginning of the broadcast day on Saturday, May 12.

WJAX-TV PLEA

Court Withholds Ruling

U. S. Court of Appeals for the District of Columbia last Thursday decided to withhold its ruling on a petition by the city of Jacksonville (Fla.) that sought to hold up the FCC's proposed allocations hearings. The city had sought the stay order until the same court had disposed of an earlier appeal that involved a Channel 2 construction permit in Jacksonville [BROADCASTING • TELECASTING, May 14].

The court Thursday said it intended to consider the earlier appeal on the construction permit in the first part of June and implied that disposition of that case could make it unnecessary to rule on the stay order petition.

The City of Jacksonville, licensee of WJAX, on Aug. 8, 1948, had been issued a TV construction permit for Channel 2. In May 1949 FCC denied WJAX-TV's application for extension of time to complete the construction. After hearings, the examiner's initial decision Jan. 27, 1950, granted the city's application for extension.

Relief Denied

However, after the FCC General Counsel filed exceptions and an oral argument was held, the FCC on July 26, 1950, issued a final decision which reversed the initial order and denied the application. After denial of a petition for reconsideration, rehearing and other relief, the City of Jacksonville filed its notice with the Court of Appeals [BROADCASTING • TELECASTING, Nov. 6, 1950].

The city's most recent appeal held that if the FCC finally reallocated Channel 2 away from Jacksonville and subsequently the Court of Appeals ruled in favor of WJAX-TV on the CP appeal, then the Commission would be in the position of not being able to comply with the court's mandate.

Richard A. Solomon, acting assistant general counsel, Thursday told the court that Channel 12 would be available under the proposed reallocation and that the Commission could give that to the City of Jacksonville. He further held that the appellant has taken no steps to exhaust its administrative remedies before seeking relief in that court, and that the petition was premature.

Robert L. Irwin, of Dow, Lohnes & Albertson, on behalf of WJAX-TV, argued that coverage aspects of Channel 12 were much less than Channel 2.

FCC Counsel said the Commission recognized no "substantial" difference in the two channels, and that if Channel 12 proved unsatisfactory, the permittee could seek hearing before FCC.

KLAC-TV Hollywood has added five hours to weekly schedule bringing total of weekly programming hours to 100. Station now telecasts one hour earlier Monday through Friday, going on at 9 a.m.

VIDEO CITY

Proposed by New York Group

NEW YORK TV station operators are again discussing the idea of a television city for their mutual use, Mayor Vincent R. Impelleteri revealed last week when he made public the report of a three-man committee suggesting 18 possible sites for such a development.

Noting that the television city idea had been considered some years ago but "temporarily dropped because of differences of opinion, unsolved technical problems, uncertainty of outlook, etc.," the committee reported that the project has now been revived.

"As a result of an informal conference with representatives of the six largest companies on April 24, it appears that there is a disposition on the part of the big companies to settle in this vicinity and to occupy one center. . . . Apparently the industry would like to be near the center of the city, but outlying suburban acreage is not excluded if adequate and rapid transportation can be obtained."

The report, signed by Robert Moses, construction coordinator for the city; John J. Bennett, chairman of the City Planning Commission, and Michael A. Castaldi, acting corporation counsel, pointed out that the plan requires about 125 acres of land and perhaps ultimately as much as 200 acres, adding that "no such acreage is available in Manhattan." The proposed sites, located in the city's other four boroughs and in Nassau County, range in size from 57 to 401 acres and in cost from $34,900 for a 175-acre farm in Nassau County to $4,793,300 for Aqueduct Race Track in Queens.

Report Distributed

The report, copies of which were sent to the TV companies involved, added: "Obviously, a center of this kind involves many features of city planning and zoning, and cannot be carried out successfully without complete cooperation between the industry and the various agencies of government concerned."

The committee's proposals came, by coincidence, just as WOR-TV New York was announcing that construction is under way for its own television center (see story page 70).

A CBS spokesman reported that "we are studying the proposal and probably will confer with the other parties again." Speculation that CBS-RCA rivalry over color television would in itself prevent a cooperative venture involving CBS and RCA-owned NBC was discounted.

Chris Witting, general manager of the DuMont TV network, said "we are interested in the general idea, but it is still very much in the talk stage. We have attended both meetings held so far and will continue to sit in on an any discussions in hopes that some practical plan may develop. There are many problems to be solved, however."

NBC officials said they had not yet received a copy of the city committee's proposals.

G. Bennett Larson, vice president and general manager of WPIX (TV) New York, felt "the idea of a television city seems to have merit, but we want to study any proposed plans very carefully before making a final decision about participating in such a project."

TOLEDO BID

Crosley Seeks VHF Ch. 11

APPLICATION for VHF Channel 11 (198-204 mc) at Toledo, Ohio, was filed with FCC last week by Crosley Broadcasting Corp., licensee of WLW Cincinnati and operator of WLWT (TV) Cincinnati, WLWC (TV) Columbus and and WLWD (TV) Dayton.

FCC's revised TV allocation plan proposes VHF Channels 11 and 13 and UHF Channel 30 at Toledo, Channel 13 already being used by the Fort Industry Co. outlet, WSPD-TV. Other VHF applications pending there include Maumee Valley Broadcasting Co., Community Broadcasting Co. (WTOL) and Toledo Blade Co.

Initial construction cost of the proposed Crosley station is $574,600. First year operating cost is estimated to total $531,915, with first year's revenue estimated at $188,694.

In announcing filing of the application, Robert E. Dunville, Crosley president, stated Toledo would be serviced "with the same type of vigorous and aggressive programming that typifies the WLW television operation in Cincinnati, Dayton and Columbus."

Freeze Lift Hope

(Continued from page 64)

be used as a "guide" is understood to be causing concern within the Commission. It's now believed in some quarters there is an even chance that FCC will follow the suggestion of using the plan as a guide, but the decision won't have to be made until after the city-by-city hearings since the plan now is only a proposal.

FCBA, as well as WKMH Dearborn, Mich., one of the few individual broadcasters to contest the allocation legality, have asked oral argument on the issue before commencement of the city-by-city hearing on grounds such hearing would be rendered moot if their views were sustained. This would speed up the decision and ultimate lifting of the freeze, they indicated.

FCC earlier had stated it would hear the FCBA argument after the city-by-city hearing rather than before. Commission attorneys also pointed out last week the hearing still would be necessary although the plan were used as a guide because each city would be entitled to a voice in finalizing even an informal plan.

ADVANCED TUBE

DuMont Develops New Unit

NEW cathode-ray picture tube with "100% built-in automatic focus," eliminating the focusing mechanisms currently used by "all existing types of magnetic and high voltage electrostatic cathode ray picture tubes," was announced by Allen B. DuMont Labs Inc. at Clifton, N. J., Thursday.

Described as the forerunner of a whole line of automatic focus tubes by DuMont tube officials, who said 17-inch types of the new tube can replace all 17-inch glass rectangular tubes on the market today, the tube will be given its first public demonstration May 21-23 in Chicago, at the Parts Distributor Show.

The development resulted from a new-type electron gun, the operating part of the tube which shoots electrons to the tube's phospher face, the announcement revealed.

"Substantial savings" of critical materials, such as brass, copper, aluminum, steel and rubber, will be effected, it was reported.

GUESTS at a spot radio-television clinic luncheon at New York's Biltmore Hotel May 8 included (l to r) Stephen Maschenski, Adam J. Young Jr. Inc.; H. T. Hamilton Jr., advertising manager, Snow Crop Div., Clinton Foods Inc.; Preston Pumphrey, Maxon Inc., and Elliott Reed, Free & Peters Inc. The clinic was sponsored by the National Assn. of Radio & Television Station Representatives Inc.

TALENT FEES

TVA-Defense Dept. to Talk

GEORGE HELLER, national executive secretary of Television Authority, has requested a meeting with a Dept. of Defense official looking toward establishment of a national, high-level policy with respect to the collection of standby fees on commercial TV shows involving military personnel [CLOSED CIRCUIT, May 14].

Mr. Heller is expected to confer sometime this week with Peter Seitz, industrial director within the Defense Dept., in Washington. The request was contained in a letter received by Mr. Seitz' office last week.

The collection of "working permit" or standby fees by TVA on certain network commercial programs, including *Arthur Godfrey & His Friends* on CBS-TV last Wednesday, had stirred some confusion among military branches at the height of Armed Forces Week. At least half a dozen appearances of military personnel had been slated, it was understood.

Liggett & Myers Tobacco Co. (Chesterfields) last week paid out $800 in such fees covering the appearance of a WAVE, Navy nurse and 80-piece choral group from Miami U., Oxford, Ohio [BROADCASTING • TELECASTING, May 14]. The chorus went on Wednesday as scheduled but ran into the overtime problem after performing for perhaps 60 seconds. The sponsor had agreed to pay the extra $800.

NETWORK INDEX

Nielsen Issues New Report

A. C. NIELSEN Co. last week released to National Nielsen Television Index Complete Service clients its first bi-monthy analytical report on network television.

The Nielsen Co. stated that for the first time TV data comparable in scope and application to the network radio analyses which have been developed for the Nielsen Radio Index are available to NTI Complete Service clients in standard report format.

Video programs can be directly compared with radio programs in terms of factors which go far beyond "ratings" in pertinence and dollar importance, the company added.

Station TV KRLD DALLAS

Serves THE LARGEST TELEVISION MARKET . . Southwest DALLAS FT. WORTH

Combined Population DALLAS and TARRANT COUNTIES . . . 920,500

NOW there are 117,068 Television Homes in KRLD-TV's Effective Coverage Area

The CBS Station for DALLAS and FORT WORTH this is why KRLD

AM-FM-TV Channel 4 is your best buy

The TIMES HERALD Station

National Representatives THE BRANHAM COMPANY

telestatus

Commercials Surveyed By Social Research

(Report 164)

ONLY 10% of all television commercials are liked by their audiences, regardless of the viewers' economic class. This was the charge leveled last week by Social Research Inc., Chicago, which released a 36-page technical report entitled "Speaking of the Sponsor," covering major aspects of video commercials as analyzed by the firm's psychologists.

Most people, the research firm reported, consider commercials "the fly in the ointment of television's fact and fantasy, and for some they spoil the romance of television." To lure the viewer from his attitude of, "well, here's another commercial and a necessary evil" into a lucrative one for the advertiser, "well, this is interesting (or funny or helpful) even if it is a commercial," Social Research analyzed commercials and made extensive recommendations.

It classified present-day TV commercials into four groups, the fit-in commercial, personal salesman approach, demonstration and variety. The researchers, noting that "class plays a key role in determining attitudes toward television advertising, as in all things," stressed that 80% of the American market falls into the upper middle or middle majority classes.

Surveyors concluded that, although each class can be "wooed and won when properly approached," the middle majority is "more susceptible to advertising as a constructive tool."

'Fight of Week' Leads Trendex Report

CBS' *Fight of the Week*, with a 44.8 rating, headed the 10 most popular sponsored, network television shows report, covering May 1-7, released last week by Trendex Inc. The report covers cities on the interconnected network.

The 10 programs, rated according to a single live broadcast during the survey week, were listed by Trendex as follows:

1. Fight of the Week	44.8	CBS
2. Godfrey's Talent Scouts	44.7	CBS
3. Star Theatre—Berle	43.5	NBC
4. Your Show of Shows	38.5	NBC
5. TV Playhouse—Philco	37.3	NBC
6. Fireside Theatre	37.0	NBC
7. Godfrey 'n Friends	35.7	CBS
8. Man Against Crime	35.3	CBS
9. Comedy Hour	31.2	NBC
10. Your Hit Parade	30.5	NBC

* * *

Production Sources Surveyed by Ross

PROGRAM packaging and production control of 188 network-sponsored television shows break down as follows, according to a Ross Report on Television, released last week: 45% are being created and produced by independent packagers, 40% by the networks and 15% by the advertising agencies.

These figures, when supplemented by programs on the New York local level, tend to approximate those for a year ago, when Ross analyzed 378 programs telecast during 1948, '49 and '50 and found that 58% had been packaged by independents, 34% by the networks and 9% by the ad agencies.

* * *

Berle Retains Lead In Nielsen Ratings

MILTON BERLE's *Texaco Star Theatre* on NBC-TV retained its top rating as the leading television program in total and percent of U. S. homes reached, according to ratings issued by A. C. Nielsen Co. for April covering a two-week period. As reported May 8, Nielsen figures show:

HOMES REACHED IN TOTAL U. S.

RANK	PROGRAM	HOMES (000)
1	Texaco Star Theatre	7,396
2	Fireside Theatre	5,368
3	Colgate Comedy Hour	5,069
4	Mama	4,472
5	Philco TV Playhouse	4,436
6	Your Show of Shows (Participating)	4,409
7	Kraft Television Theatre	4,369
8	You Bet Your Life	4,359
9	Arthur Godfrey & Friends (Liggett & Myers)	4,300
10	Gillette Cavalcade	4,222

PERCENT OF TV HOMES REACHED IN PROGRAM STATION AREAS

RANK	PROGRAM	HOMES (%)
1	Texaco Star Theatre	61.2
2	Fireside Theatre	54.2
3	Colgate Comedy Hour	46.2
4	Gillette Cavalcade	45.2
5	Arthur Godfrey's Scouts	45.1
6	Kraft Television Theatre	44.6
7	Mama	44.0
8	Jack Benny Show	43.6
9	Somerset Maugham Theatre (NBC Mon.)	40.9
10	Your Show of Shows (Participating)	40.7

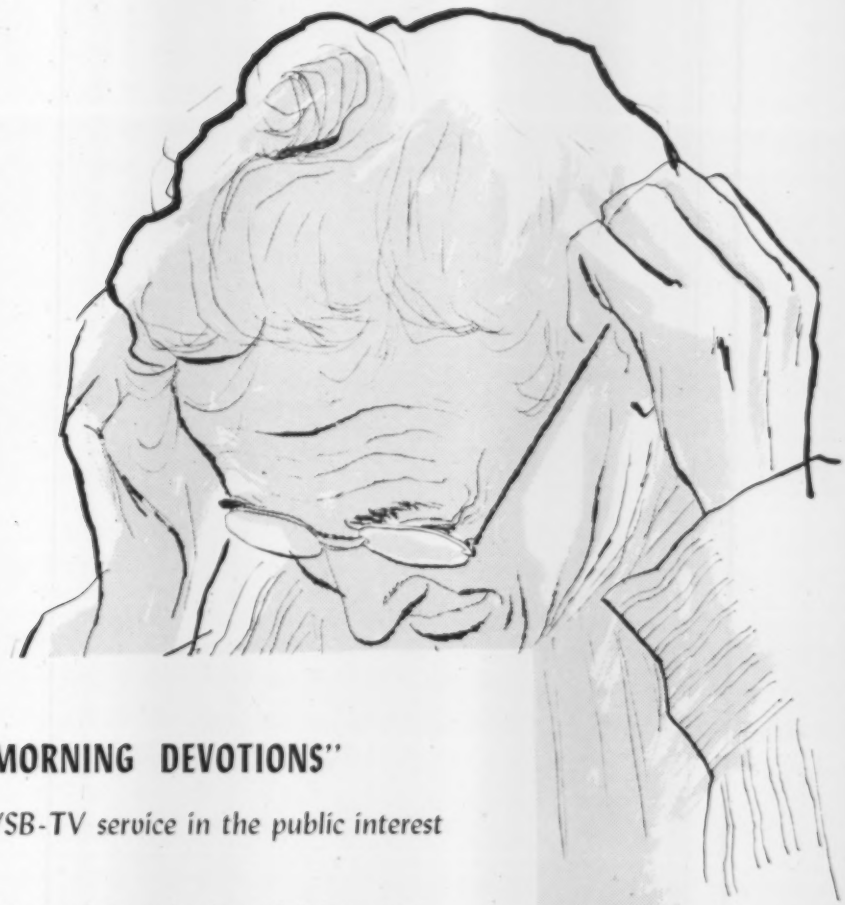
Copyright 1951 by A. C. Nielsen

Weekly Televison Summary—MAY 21, 1951, TELECASTING Survey

City	Outlets On Air	Sets in Area
Albuquerque	KOB-TV	7,400
Ames	WOI-TV	56,161
Atlanta	WAGA-TV, WSB-TV	115,000
Baltimore	WAAM, WBAL-TV, WMAR-TV	297,368
Binghamton	WNBF-TV	38,150
Birmingham	WAFM-TV, WBRC-TV	46,200
Bloomington	WTTV	16,400
Boston	WBZ-TV, WNAC-TV	721,325
Buffalo	WBEN-TV	201,972
Charlotte	WBTV	77,627
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	906,210
Cincinnati	WCPO-TV, WKRC-TV, WLWT	275,000
Cleveland	WEWS, WNBK, WXEL	470,487
Columbus	WBNS-TV, WLWC, WTVN	176,541
Dallas, Ft. Worth	KRLD-TV, WFAA-TV, WBAP-TV	117,068
Davenport	WOC-TV	56,384
Quad Cities	Include Davenport, Moline, Rock Isc., E. Moline	
Dayton	WHIO-TV, WLWD	190,000
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	464,135
Erie	WICU	55,890
Ft. Worth-Dallas	WBAP-TV, KRLD-TV, WFAA-TV	117,068
Grand Rapids-Kalamazoo	WLAV-TV	114,557
Greensboro	WFMY-TV	66,972
Houston	KPRC-TV	76,684
Huntington-Charleston	WSAZ-TV	41,300
Indianapolis	WFBM-TV	148,000
Jacksonville	WMBR-TV	32,000
Johnstown	WJAC-TV	87,275
Kalamazoo Grand Rapids	WKZO-TV	133,122
Kansas City	WDAF-TV	118,523
Lancaster	WGAL-TV	97,105
Lansing	WJIM-TV	49,000
Los Angeles	KECA-TV, KFI-TV, KLAC-TV, KNBH, KTLA, KTSL, KTTV	877,421
Louisville	WAVE-TV, WHAS-TV	86,782
Memphis	WMCT	86,221
Miami	WTVJ	65,000
Milwaukee	WTMJ-TV	233,230
Minn.-St. Paul	KSTP-TV, WTCN-TV	256,400
Nashville	WSM-TV	26,712
New Haven	WNHC-TV	153,800
New Orleans	WDSU-TV	62,150
New York	WABD, WCBS-TV, WJZ-TV, WNBT WOR-TV, WPIX	2,250,000
Newark	WATV	
Norfolk	WTAR-TV	67,309
Oklahoma City	WKY-TV	87,636
Omaha	KMTV, WOW-TV	78,029
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	834,000
Phoenix	KPHO-TV	37,900
Pittsburgh	WDTV	260,000
Providence	WJAR-TV	145,000
Richmond	WTVR	73,995
Rochester	WHAM-TV	81,417
Rock Island	WHBF-TV	56,284
Quad Cities	Include Davenport, Moline, Rock Isc., E. Moline	
Salt Lake City	KDYL-TV, KSL-TV	45,100
San Antonio	KEYL, WOAI-TV	45,179
San Diego	KFMB-TV	97,500
San Francisco	KGO-TV, KPIX, KRON-TV	179,100
Schenectady Albany-Troy	WRGB	155,100
Seattle	KING-TV	80,900
St. Louis	KSD-TV	289,000
Syracuse	WHEN, WSYR-TV	113,792
Toledo	WSPD-TV	125,000
Tulsa	KOTV	74,140
Utica-Rome	WKTV	42,000
Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	261,300
Wilmington	WDEL-TV	62,005

Total Markets on Air 63 — Stations in Air 107 — Estimated sets in Use 12,216,000

Editor's Note: Totals for each market represent estimated sets within television area. Where coverage areas overlap set counts may be partially duplicated. Sources of set estimates are based on data from dealers, distributors, TV circulation committees, electric companies and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas are necessarily approximate.



"MORNING DEVOTIONS"

another WSB-TV service in the public interest

Prominent religious leaders of Atlanta are participating with WSB-TV in this unusual television series which brings to viewers a daily devotional service, Mondays through Fridays at 10:30 a. m.

These programs have inspired much favorable comment. And advertisers are given another insight on the reason why WSB and WSB-TV hold such a unique position in the hearts and homes of the people they serve. WSB-TV is represented nationally by Edward Petry & Company, Incorporated.

wsb-tv

ON PEACHTREE STREET

Affiliated with The Atlanta Journal and The Atlanta Constitution

BREWERY FUNDS

Von Volkenburg Cites TV

BREWING firms have been "among the staunchest pioneers in the successful development of television" in both national network and local spot advertising and have contributed considerably toward public enthusiasm for the medium, Jack Von Volkenburg, CBS vice president, declared May 9. He addressed the Diamond Jubilee convention of United States Brewers Foundation in St. Louis.

Mr. Von Volkenburg noted that the brewing industry ranks eighth in network TV sales and invested 8% of its national media funds in video last year compared to 3% by the average national advertiser. He said its impact is even greater on the local and regional levels where over 130 different brewers are advertisers in some 61 TV markets. Brewing and food are the two largest users of spot program television and "your advertising investment has directly and indirectly helped speed television's rapid growth," he told the foundation.

James P. Holihan, president, Diamond Spring Brewery, Lawrence, Mass., told conventioneers that more beer is being consumed at home and attributed a boost in package sales to television. According to a survey by the foundation, 62% of American families now buy beer for home consumption.

26.5%

SALES INCREASE

. . . that's the result of the WLW-Advertised Brands Week, March 9 through March 19.

Thousands of druggists in WLW's merchandise-able area of Ohio, Indiana, Kentucky and West Virginia tied in with this gigantic promotion.

A check on sales of the 47 drug products advertised on WLW and WLW - Television showed an increase of 26.5%.

. . . this is just another "Merchandising Service" of

WLW

The Nation's Most Merchandise-able Station

and

WLW-Television

Crosley Broadcasting Corporation

'TELEVISION SQUARE'

Streibert Announces Construction Plans

PLANS for the first made-for-television-only building in New York, at Broadway and 67th St., to be completed Jan. 1, 1952, were announced yesterday (Sunday) by WOR-TV New York President Theodore C. Streibert.

To be known as "Television Square," it will cover almost the entire block between 67th and 68th Sts. on Broadway and Columbus Ave., and will consolidate under one roof all the station's production activities. Construction is now underway.

"Now, for the first time, TV producers will be able to put on a show in a building designed and built expressly for them," Mr. Streibert said.

Features of the building, which will incorporate many innovations in design:

● Rehearsal and production facilities grouped into one unit. Each of three studios will contain 4,000 to 6,000 square feet of floor space and will be two stories, 35 feet high.

● Largest studio will have a balcony seating 299 persons along one side, with entrance and exits arranged so that spectators will never set foot on the production floor.

● Each studio will be grouped with a rehearsal hall, announcer's booth, sponsor's room and control room. There will be two extra rehearsal halls besides the one grouped with each studio.

● Panel system, such as now in use at WOR-TV, will permit switching of each control room instantaneously to the facilities of any of the production rooms.

● Echo chambers (three) for special sound effects under each production room floor, with two extra chambers available.

● Film storage facilities designed for inflammable nitrocellulose film.

● Eight film cutting and editing rooms, two reviewing rooms, two special editing rooms, and a projection room with six projectors and two Telpos for slides and photographs.

● Properties-and-sets storage facilities located along entire west side of building and accessible to trucks from either end for off-street loading and unloading. Connecting doors to production rooms large enough to admit cars and other big "props."

● Four "star" dressing rooms for actors. Many individual lockers for clothes and personal belongings.

● Script consultation rooms. Larger make-up and dressing rooms. Engineer and musician locker rooms.

● Complete air conditioning throughout.

● Discs or parabolas for microwave connection with WOR-TV transmitter across the Hudson at North Bergen, N. J., plus a co-axial cable connection.

"We're going to have the newest, most modern television production building in the area," J. R. Poppele, vice president in charge of engineering, said. "Everything has been specially designed with a fresh approach to incorporate the latest and best in video production."

Architects for Television Square are Abbott, Merkt & Co., New York. Robert Glenn Inc., New York, is the general contractor. Construction of the two-story building will be of reinforced concrete and brick.

OUT-OF-HOME STUDY

Pulse Surveys Quarterly

QUARTERLY surveys of the out-of-home television audience, starting initially with New York this month and adding other areas in the near future, were announced by Dr. Sydney Roslow of The Pulse Inc., New York, last week. People from TV homes as well as those from non-TV homes will be included, he said.

The new service is an outgrowth of a home TV study conducted for WOR-TV New York in July 1950, when it was learned that TV attracted a bonus audience of 732,400 people on the average day, according to Pulse.

Roy Rogers Negotiating

ROY ROGERS, Western cowboy star, is negotiating a new contract with Republic Pictures that will give him the right to make his own TV films starting in the fall. His current film studio contract expires next week. Quaker Oats Co. sponsored the *Roy Rogers Show* on MBS for three years, cancelling May 13, reportedly because he insisted his services be utilized on TV as well as radio.

AT&T LINK

Planned for Southeast

TO AUGMENT existing coaxial cable facilities now providing TV and other communications between the Southeast and the rest of the country, AT&T has filed applications with FCC for permission to construct a $6.3 million microwave radio relay system connecting Washington, D. C., Charlotte and Atlanta. This system would join the present New York-Washington radio relay system at Garden City, Va., just across the Potomac from the Capital.

Plans call for erection of 16 intermediate stations along the new route which would provide two channels in each direction. One southbound channel would be earmarked initially for TV program transmission between Charlotte and Atlanta, the others being reserved at this time for long distance telephone service.

SCIENCE FICTION

Program Rights Acquired

RIGHTS to more than 2,000 short stories and 25 novels of science fiction, written by Science Fiction League of America members, have been acquired and prepared for television under the title, *From The Beyond*, by George Foley and Dick Gordon, TV program packagers, it was announced in New York last week.

The series, submitted to agencies last week, has been prepared for weekly, half-hour, live TV programs. Production is by Mort Abrahams, with adaptations by Draper Lewis, Jack Weinstock and Willie Gilbert.

BARNES RESIGNS

To Produce Film Series

HOWARD G. BARNES, vice president in charge of radio and television of Dorland Inc., New York, has resigned to do film production.

Mr. Barnes

His first series is a 52-week, half-hour dramatic program based on *Liberty* magazine's adaptations for Flamingo Films. It is understood that the series is currently being bid for sponsorship by two major advertisers.

Mr. Barnes' office is located at 40 E. 49th St. He is also owner and president of General Entertainment Corp., which is currently marketing and producing *Hollywood's Open House*, a transcribed radio program on 65 stations.

New Color System

DEVELOPMENT of a new color system has been announced by John M. Sherman, technical director of WTCN-TV Minneapolis, and Edwill Fisher, printer and color photographer. Tests on WTCN-TV are reported to indicate their system, which employs no moving parts, may permit inexpensive modification of equipment and receivers for color reception.

SRT-TV SRT-TV SRT-TV

SRT-TV

INTENSIVE PROFESSIONAL

COURSES in TELEVISION BROADCASTING

Instruction by top-ranking professionals under actual broadcast conditions

Complete TV Station Equipment
Co-Educational • Day or Evening
Approved for Veterans

Send for free prospectus "Careers in Television"

SRT

(School of Radio Technique)

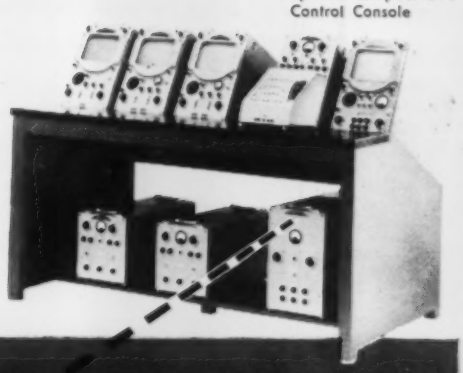
TELEVISION STUDIOS

America's Oldest Broadcasting School
316 West 57 Street, New York 19, N.Y.

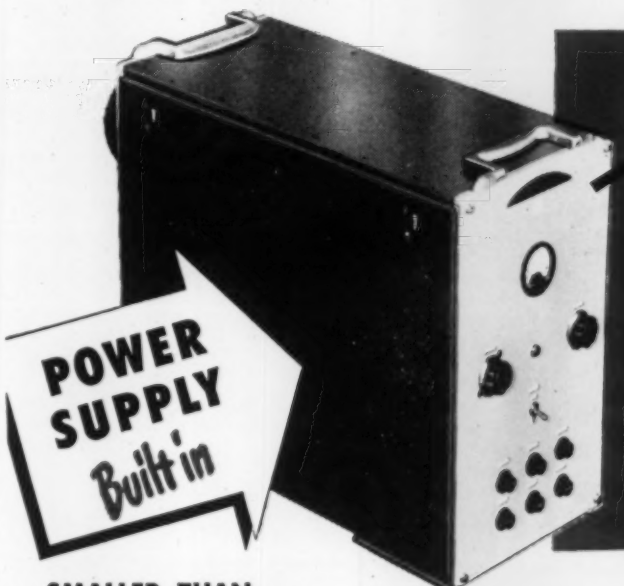
SRT-TV SRT-TV SRT-TV

Better Circuit Reliability

Without OPERATOR ADJUSTMENT



Sync Generator set up with compact GPL Control Console



the New **GPL** SYNCHRONIZING GENERATOR

POWER SUPPLY Built-in

SMALLER THAN EXISTING UNITS

●

EASY MAINTENANCE

●

BUILT-IN POWER SUPPLY

●

STANDARD RELAY PANELS

Easy to Rack Mount

The GPL Synchronizing Pulse Generator provides circuit reliability superior to that of comparable studio equipment. Operator adjustments are now eliminated by means of advanced circuit design, including binary counting circuits, delay-line-controlled pulse width – all operating from a stable master oscillator. The generator provides standard RTMA outputs with automatic termination of unused outputs. The AFC circuit is readily set to operate at mid-range when locked to the line.

Since the unit is smaller than existing equipment, even with its self-contained power supply, it is ideal for field operation. Swing-down panels simplify maintenance. Components are mounted on standard relay panels, facilitating studio rack mounting.

Typical of other GPL developments, the Synchronizing Generator is designed for maximum quality, operating efficiency, and dependability. Write for literature and operating information.

Write, Wire or Phone for Details

GENERAL PRECISION LABORATORY INCORPORATED GPL

General Precision Laboratory

INCORPORATED

PLEASANTVILLE **NEW YORK**

TV Camera Chains • TV Film Chains • TV Field and Studio Equipment • Theatre TV Equipment

Film Report . . .

WILLIAMS PRODUCTIONS, Los Angeles, producing a series of 26 quarter-hour television film programs, entitled *Premiere Theatre.* Series will include dramatic musical and comedy programs. Total budget for production is $250,000. **William Asher** has been signed by TV firm to three-year writing and directing contract with this series as his initial assignment.

* * *

CONSOLIDATED TELEVISION Productions Inc., Los Angeles, has acquired television rights to new Lash La Rue 52-week Western film series, *Tales of Famous Outlaws.* First 13 of series are 15-minute segments. Second 13-week series, to be made up of half-hour programs, goes into early production at Goldwyn Studios. **Ira Webb** is producer.

* * *

SHOOTING starts today (Monday) on the first six of Abbott & Costello 30-minute TV films to be made for NBC-TV. Schedule calls for 22 programs to be filmed during first year. Filming is to be done at **Hal Roach Studios,** Culver City, Calif., with **Alex Gottlieb** producing. **Jean Yarborough** directs. **Clarence Eurist** is production supervisor; **Eddie Forman** scriptwriter.

* * *

SHOWCASE PRODUCTIONS, Culver City, has started filming first three of 13 half-hour TV films, *Racket Squad,* for **Philip Morris & Co.,** to be released in the fall on CBS-TV. **Hal Roach Jr.** and **Carroll Case** are co-producers. Agency is **Biow Co.,** New York.

WLW-TELEVISION

Vitamin Firm Plans Drive

DAVID E. PARTRIDGE, general sales manager of the three-station Crosley video network, last week announced a multiple program sponsorship which began yesterday (Sunday) by the American Vitamin Assoc. over WLW-Television. This network includes WLWT (TV) Cincinnati, WLWD (TV) Dayton and WLWC (TV) Columbus.

The ad campaign on behalf of Thyavals and Orvita plans use of more than 19 hours of WLW-Television time per week in the next year.

INDUSTRIAL FILMS
TV SPOTS . . .
PROGRAMS
RKO PATHE, INC.
625 Madison Ave
N.Y. 22, N.Y. • PLaza 9-3600

JOINT working committee to direct the 11-station cooperative telecast of General Douglas MacArthur's return to the United States in San Francisco [BROADCASTING • TELECASTING, April 23], were (standing l to r) Dave Kees, KPIX (TV) San Francisco, who headed the joint engineering staff; Fred Henry, KLAC-TV Los Angeles, representing Southern California independent stations; and Bob Bennington, KNBH (TV) Los Angeles, representing Southern California network stations. Seated is Bill Hollenbeck, KGO-TV San Francisco, producer-director of the telecast.

Set Slump

(Continued from page 64)

other sets of the same make and model.

Mr. Saphin was reported as saying that his firm would not go out of business, that other lines were selling all right, and that the auction was only an answer to Regulation W.

Emerson Radio & Phonograph Corp. announced last Tuesday that the television receiver price cuts it put into effect May 1, ranging from $30 to $170, had been so successful in moving merchandise that list prices will be increased on June 1. A 30% cutback in production also is planned, to meet government requirements.

Extent of the price increases had not been determined, but President Benjamin Abrams said a new price schedule would be worked out and announced before the end of this month. It was expected that eventually the prices would be restored to pre-reduction levels, but whether this will be done immediately or in successive steps was not known.

The company said its May 1 cuts, authorized for a maximum of 60 days, had "greatly exceeded . . . expectations and already has achieved the desired objectives." Except for government restrictions on the use of critical materials, Mr. Abrams reported, the demand for sets at the lowered prices could be met by increasing production.

However, he said, Emerson plans a 30% cutback in two weeks to comply with governmental requirements. This means the present rate of 1,500 sets produced and shipped daily will be cut to 1,000. Radio set production will be cut from 3,500 daily to 2,500, he added.

The increase in TV list prices was attributed not only to achievement of the price cut's objective, but also to increases in production costs.

The sale of television sets has rounded the "distress corner" and is "headed in a more successful and orderly direction," according to Ross D. Siragusa, president of the Admiral Corp., Chicago. He said prices are at pre-Korean war levels and manufacturing and sale of sets are being stabilized.

Admiral is producing more than 40,000 sets monthly, he announced, "although some manufacturers have closed their production lines, at least temporarily." The current Admiral production compares in unit production to that of the second quarter last year, he said. "There is a perceptible increase in purchases at all levels, and the turning point was a price reduction to $199.95, which was the first step in locating a satisfactory price medium between seller and buyer."

Belmont Campaign

Detailed questions and answers explaining to readers why they should buy television sets now are featured in a series of ads being run for six weeks in the *Chicago Tribune* by Belmont Distributor Inc., same city [BROADCASTING • TELECASTING, May 14].

On behalf of the parent firm, Raytheon TV, Belmont Distributors Inc., a subsidiary of Belmont Radio Corp., is running a series of six ads, all of which attempt to sell television "now." The initial insertion on May 10 answered simply such questions as: "What are the chances of TV set prices going down? What about developments in color TV? What about these new UHF television channels I read about? Can I depend on a continued supply of replacement parts and tubes in case I need them?"

Regarding prices, the answer given was that TV sets—as with other appliance items — under normal circumstances become cheaper as more models are produced and sold. "Because the country is engaged in a long-term program of defense production, greatly increased TV set production —with consequent lowering of prices—seems unlikely to occur soon . . . we see no widespread, permanent price reductions until the U. S. returns to normal peacetime living. That's probably many years off."

Color television, reported the ad, "is still many years away. Commercial color might come in three years, more probably not for five or 10 years . . . Color TV would also require scarce, strategic materials."

In the second of a series of *Chicago Tribune* ads Thursday, Belmont listed "nine points to look for" in the selection of a television set. Noting first that "research proves all TV sets are not the same," the company listed these criteria for purchase—good picture quality, sufficient number of tubes, good contrast, minimum of interference, well-engineered tuner, warrant, sound quality, styling, cabinet construction and endorsement seals.

Agency is Cowan & Dengler, New York.

In Review

(Continued from page 26)

Sens. Russell and Wiley. To be sure, they were essentially newsreel techniques, but fresher than any newsreel. The incidents treated in the interviews had occurred that day and were still news. Insofar as it is technically possible, greater use of such filmed coverage seems indicated.

The unique advantage that television has over other news media in on-the-scene reporting of events as they happen has been repeatedly illustrated, the Kefauver hearings and the MacArthur return being recent examples. Since it is not often possible to coordinate the timing of events with television schedules, the next best thing is to record the event, edit the recording skillfully, and telecast it as soon as possible after the event has occurred.

Whenever possible television should present the event itself, not somebody talking about it.

Both Mr. Swayze and Mr. Edwards fulfill excellently the job of television newscaster. It is at best a limited job, however, since the televised news itself must always exceed in interest and significance anyone reporting it by word of mouth.

BRAY STUDIOS, INC.
EXTENSIVE LIBRARY OF FILMS (Including Cartoons) Available For TELEVISION
Send for Catalog
729 Seventh Ave., N.Y. 19

Los Angeles TV Headliner!

Chef MILANI can make the sales pot boil for *your* food product!

Five days a week, 3:30 to 4:00 p.m., world-famous Chef Milani really ropes and hog-ties the ladies with his television magic!

He talks and demonstrates his wonderful recipes and food preparations to a goodly portion of the 2,000,000 homemakers in this great market—second largest in food sales in the Nation.

Yes, products *move* with every Milani mention. Milani also knows and calls in person on leading food dealers and chain owners to stimulate direct merchandising of his sponsored products.

A few choice spots are still open on this popular participation show. Contact KNBH, Hollywood, or your nearest NBC Spot Sales Office for complete facts on the dynamic *Chef Milani Show!*

NBC HOLLYWOOD

KNBH channel 4

TO SELL THE BUYING MILLIONS IN

AMERICA'S *2ND LARGEST TV MARKET*

Time Sales

(Continued from page 61)

foods as the most highly type of TV network advertised product during March, accounting for $2,003,865. Smoking materials ranked second among TV network advertised merchandise, with $1,254,441 worth of time. Toiletries ranked third, $992,921; automotive fourth, $886,670, and soaps and cleansers fifth, $706,383. In addition to the increased time purchases since March of last year, it is noteworthy that the rank order of the product groups also has changed appreciaby since March 1950, when smoking materials stood first, followed by automotive, foods, radio and TV sets and toiletries, in that order.

TABLE III

GROSS TV NETWORK SALES FOR MARCH AND FIRST QUARTER 1950* AND 1951

	MARCH 1951	FIRST QUARTER 1951	MARCH 1950	FIRST QUARTER 1950
Apparel, Footwear & Access.	$ 304,819	$ 705,747	$ 68,804	$ 109,064
Automotive, Automotive Supplies & Equip.	886,670	2,563,854	340,970	920,699
Beer, Wine & Liquor	398,107	1,106,092	131,836	358,089
Building Materials, Equip. & Fixtures	1,745	1,745	.....	.....
Confectionery & Soft Drinks	209,242	599,826	49,329	107,100
Consumer Services	54,865	172,685	17,175	44,175
Drugs & Remedies	159,015	375,310	21,150	54,990
Food & Food Products	2,003,865	5,503,998	300,013	773,103
Gasoline, Lubricants, Other Fuels	215,120	610,430	81,125	244,895
Household Equip. & Supplies	631,532	1,823,344	128,940	393,265
Household Furnishings	325,031	974,816	167,485	406,572
Industrial Materials	287,890	869,260	.....	.....
Insurance	56,000	145,250	.....	.....
Jewelry, Optical Goods & Cameras	216,285	529,060	.....	2,696
Office Equip., Stationery & Writing Supplies	19,450	50,040	.....	.....
Publishing & Media	102,508	148,543	25,780	60,205
Radios, TV Sets, Phonographs, Musical Instruments & Access.	452,973	1,327,403	220,734	641,958
Retail Stores & Direct By Mail	161,065	563,010	.....	1,631
Smoking Materials	1,254,441	3,480,940	375,156	1,061,570
Soaps, Cleansers & Polishes	706,383	1,645,603	26,760	73,665
Toiletries & Toilet Goods	992,921	2,788,924	217,105	510,416
Miscellaneous	145,459	362,768	14,151	45,721
TOTAL	$9,585,386	$26,348,648	$2,186,513	$5,809,814

Source: Publishers' Information Bureau

* 1950 figures cover ABC, CBS and NBC networks, with DuMont not reporting. 1951 figures cover all four TV networks.

Ad Economics

(Continued from page 63)

scenes will appear . . . and soul-stirring sounds will issue. . . . It would amaze them to learn that the hundred dollars annually it will cost will go, 20% for the program in picture and sound, while 80% will go for the physical side of its operation and manufacture. Such a ratio belongs on the sillier side of our economic organization. It isn't likely to stay that way. As it changes, there can be more programs on the air which mean greater diversity of programming."

Pointing to the great need for additional channels, Mr. Raibourn derided the educator's eager quest for a share of outlets.

"Since the educators believe these channels are going to be scarce they also believe they would be derelict in their function as the guardians of our cultural heritage if they don't immediately get their hands on a proper share of them.

"They will thereby keep them out of the reach of those amusement entrepreneurs whose sin is that they will persist in giving the public what the public wants to see and hear rather than what the educators think is good for it.

"I believe that educators and educational institutions should have access to television time but I am willing to bet a $64 pink and blue straw hat that if there were enough channels available so that anyone could have one for the asking you wouldn't, at the moment, hear even a peep of desire from any educator."

Chris J. Witting, general manager of DuMont Television Network, urged the sales executives to "explore the steadily broadening range of techniques that can add 'sell' to your message."

The Kefauver hearings "demonstrated that the dignity of great events, the dramatization of history in the making, can provide a tremendous and appreciative audience that will not only accept and remember a sales message but will bestow upon the firm that makes the event available the plus elements of prestige and good will," he said.

Other Media Affected

Sylvester L. (Pat) Weaver, NBC vice president for television, pointed out that television was having its effect upon other media besides radio, and that radio, reaching homes without TV sets, was particularly complementary to television.

Roy A. Meredith, WOR-TV New York director of sports and special features production, warned that the "techniques of commercial presentation" in television are not keeping pace with technical advances and program presentation improvements. He emphasized that "smooth, technical continuity in pictorial treatment contributes to a receptive and satisfied audience," and repeated the adage, "Keep it simple."

David H. Halpern, vice president of Owen & Chappell and president of American Television Society, announced an ATS meeting on June 18 at which the question of "whether anything and everything no matter where it takes place" should be telecast will be discussed.

Guests at the meeting included F. M. Flynn, president of the *New York Daily News* and of WPIX (TV) New York, *News*-owned station; G. Bennett Larson, WPIX general manager; H. V. Kaltenborn, NBC commentator, and others.

Building Impasse

(Continued from page 25)

will make its findings, based on future recommendations from FCC and NPA electronics, and forward them to the NPA administrator's office.

The government already has said that building permits would be issued on the "merits of individual cases," taking into consideration "the type and quantity of materials at hand, and the need for the facility, and the effect on the community at large if the authorization were denied."

Early confusion over the NPA edict was further compounded last week, however, with the establishment of a new top-level government Requirements Committee, and a slightly modified chain of command, which would bring the NPA Office of Civilian Requirements into greater play.

Formation of the new group, which will review overall demands for steel, copper and aluminum allotted under the Controlled Materials Plan, was announced by Edwin T. Gibson, acting Defense Production Administrator. Its primary purpose will be to recommend policies and programs for balancing supply and demand.

Meetings Held

Actually the committee has been meeting for months under the chairmanship of Charles E. Wampler, director of DPA's Programs and Requirements Office. One of its members is Lewis Allen Weiss, director of NPA's Office of Civilian Requirements and former board chairman of MBS and the Don Lee Broadcasting System.

Other functional areas to be covered in the committee's work are construction requirements, industrial manpower, production and military requirements. In a sense the committee is comparable on a broader scope to the Electronics Production Board, whose recommendations still will carry weight in the overall civilian economy picture.

The board, headed by Ed Morris of Westinghouse Electric Corp., Baltimore, is charged with determination of civilian and military requirements for electronics and with setting procedures and policies for insuring production, expansion, conservation and product standardization [BROADCASTING • TELECASTING, March 26]. Its broad recommendations will be submitted to the new Requirements Committee, it was understood.

At the NPA level, Mr. Weiss' office will continue to survey possible shortages, weigh civilian requirements and forward proposals designed to avert damage to the civilian economy. Since the community factor is inherent in NPA's new building directive, it is expected that the Office of Civilian Requirements will play a key role in keeping the broadcasting and electronic manufacturing industry afloat in the perilous clime of a controlled economy.

Mr. Wampler will make decisions relative to (1) requirements for defense and defense mobilization; (2) supplies and the amount they should be boosted; (3) programs for direction of resources; (4) policies coordinating related or competing programs.

Metals Shortage Cited

At a news conference following formal creation of the Requirements Committee, Mr. Gibson posed the issue briefly: There are simply not enough metals to support all activities at full production for the next three years.

Perhaps the best answer to the question of top priority was given by an NPA allocation official who described radio-TV broadcasting as "semi-essential"—vital enough to keep operating but lacking of sufficient priority to warrant blanket authority for continued expansion, save in individual cases where hardship would be imposed on any one community.

upcoming

May 21: Second Associated Program Service Subscriber Conference, Atlanta Biltmore Hotel, Atlanta, Ga.

May 21-23: Parts Distributors Conference and Show, Hotel Stevens, Chicago.

May 22: Industrial Electronics Conference, Hotel Carter, Cleveland.

May 24-25: North Carolina Assn. of Broadcasters, Carolinian Hotel, Nags Head Beach.

May 25: Third Associated Program Service Subscriber Conference, Stephen F. Austin Hotel, Austin, Texas.

May 31-June 2: National Sales Executives Convention, Waldorf-Astoria, New York.

June 4-6: NARTB Board of Directors Meeting, NARTB Headquarters, Washington, D. C.

June 4-8: American Federation of Musicians Meeting, Hotel Commodore, New York.

June 5: NARTB Inaugural Dinner, Hotel Statler, Washington, D. C.

June 7-8: Kentucky Broadcasters Assn., Spring (Midyear) Meeting, The Seelbach, Louisville.

June 8-9: RTMA Annual Meeting, Stevens Hotel, Chicago.

National Features

NF

PEORIA ILLINOIS

Edgar L. Bill
Merle V. Watson
Julian Mantell,
Sales Manager

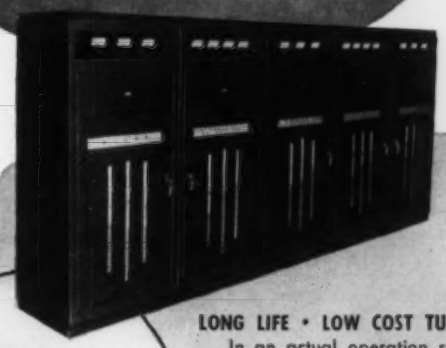
★ We can produce more sales records and letters of recommendation that members of our Organization have received while working for over 300 AM, FM & TV Stations and Newspapers from coast to coast, than any similar company.

We challenge comparison: *a powerhouse of economy backed with proven field performance.*

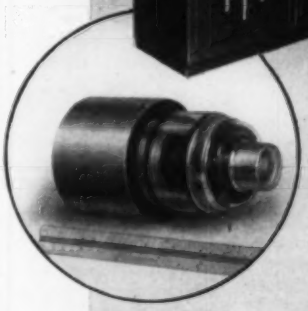
The Du Mont

5 KW OAK TELEVISION TRANSMITTER

designed to grow with you!



A model of efficiency and low cost. This 5 KW Oak Transmitter in commercial use for nearly two years with no final amplifier tube replacement expense. **COMPARE!**

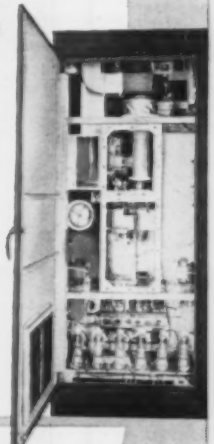


LONG LIFE • LOW COST TUBES

In an actual operation report, the Eimac Final Amplifier Tube is still going strong after 6000 hours. Costs only $198.00.
TOTAL TUBE COST FOR 5 KW RESULTS IN A GREATER OVERALL SAVING
COMPARE!

AIR COOLED

Air cooled throughout. Built-in fans. Completely eliminates water cooling apparatus with its maintenance, overhead and tube changing difficulties. **COMPARE!**



★ **ACCESSIBILITY**

Simplicity of construction, inherent lightness results in open construction. Basic units are rack mounted. All components easily accessible. **COMPARE!**

★ **TROUBLE-SHOOTING SYSTEM**

Overloads are indicated on the exclusive Du Mont Memory Circuit which acts as a comprehensive protective and fault indicator system. **COMPARE!**

LOWER SIDE-BAND ATTENUATION

The majority of side-band attenuation is obtained from each broad-band circuit. Additional attenuation is accomplished with a simple, non-dissipative notching filter in the visual amplifier. **COMPARE!**

FOR COMPLETE DETAILS, SEND FOR BULLETINS TTD-T101, TTD-T102

First Compare - Then Buy Du Mont... First with the Finest in Television

START SMALL . . . GROW BIGGER

Many new stations are investing in the Du Mont Acorn Transmitter. Containing the most advanced thinking in television transmitters, the Acorn (500 Watt), is geared to equip you at the very start of your television career. It is designed to grow with you! It can readily be expanded to 5 kilowatts comprising the Oak Series, or to maximum power required at a later date.

DUMONT

TELEVISION TRANSMITTER DIVISION

ALLEN B. DU MONT LABORATORIES, INC.

Clifton, New Jersey

FOR 52 weeks over WTVJ (TV) Miami, film feature, *Women In the News*, is made official by (l to r): Pat O'Brien, United Artists Film Corp. sls. rep.; Nat Kupper, pres., Kupper's Inc., sponsor; John S. Allen, sls. and bus. mgr., and Lee Ruwitch, v. p. and gen. mgr., WTVJ. Co-sponsor is General Electric.

CHICAGO daytime major league baseball contract for WGN-TV Chicago is approved for American Vitamin Assoc. (for Thyavals, Orvita) by President George S. Johnston (seated). At signing (standing, l to r): George Harvey, WGN-TV sls. mgr.; Hal Ayres, gen. mgr., Vitamins; Marty Hogan, announcer.

AFFIXING signature to 52-week okay on *TV Sportsman's Show* for WHIO-TV Dayton is Carl F. Bonbright (seated, l) local distributor, Schoenling & Miller's High Life Beer. Show features man and wife sports commentary by Phil and Betty Haynes (standing). Seated at right is Stanley Mouse, WHIO salesman.

SHOW, *Dr. Fixum*, is fixed for WENR-TV Chicago (ABC) by Harvey Goldberg (seated), v. p., Harvey Lumber Co. L to r: James E. Copan, adv. mgr., Harvey; Bid Fisher, M. M. Fisher Assoc.; Art ("Dr. Fixum") Youngquist.

CARROL BURTANGER (l), v. p. of Rike-Kumler Department Store, in charge of adv., sets year contract for new WLWD (TV) Dayton show, *Shopping With Cornelia*. H. Peter Lasker, WLWD gen. mgr., approves.

CAPPING contract of Houston Buffalos Wed. night home games telecast by KPRC-TV Houston are (seated, l to r) Joe L. Brown, v. p., and M. I. Koppel, sec., Hanke & Pillot Inc.; Terry Lee, ast. mgr., KPRC; standing, Robert N. Aylin, pres., Aylin Adv. Agency; Allen Russell, pres., Houston Baseball Assn.

EDUCATIONAL PROJECTS

Programs Earning Good Report Cards

EDUCATIONAL TV programs, efficiently planned and artistically executed, are earning a secure niche for themselves in many stations' programming. Here are a few more examples reported [earlier stories, BROADCASTING • TELECASTING, April 2, March 12].

An educational show started five months ago over WKY-TV Oklahoma City has evolved as one of the station's most interesting and popular programs.

The program is produced by Dr. Sherman P. Lawton, coordinator of broadcasting at the U. of Oklahoma. Each week Dr. Lawton has as his guest a specialist in a particular field.

In format, the show is not just an interview type. It includes demonstrations, films and pictures. Subjects discussed thus far range from oil to game fish and snake bites.

Ohio State U. has launched a 10-week series of half-hour science demonstrations for televiewers over WLWC (TV) Columbus.

The series, entitled *It's Your World*, features outstanding members of the faculty in fields of astronomy, geology, physics, medicine, chemistry and botany.

Operation Education, presented over KRON-TV San Francisco, has proven so successful that the schedule has been expanded [BROADCASTING • TELECASTING, April 2].

On alternate Sundays, a show bearing the sub-title, *Fun with Photography*, is being presented in cooperation with the City College of San Francisco. The station is pushing the series, promotion-wise.

Adult Education

WATV (TV) Newark, N. J., in cooperation with the Dept. of Libraries, Visual Aids and Radio of the Newark Board of Education, is presenting a Wednesday series, *Report to Parents*, which enables parents to make weekly "visits" to the school.

A series of adult education telecasts titled *Baltimore Classroom—1951* has moved into its second year at WAAM (TV) Baltimore. The series, sponsored jointly by WAAM and the local Dept. of Education, and aired Monday, Wednesday, Friday, 11:45-12 noon, is sub-divided into three general categories: Family affairs, citizenship and consummer education. Ed Sarrow, WAAM director-producer, supervises camera work, assisted by Eleanora Kane, school TV specialists.

WICU (TV) Erie, Pa., opened its facilities to Fredonia State Teachers College last month for a production aimed at teacher recruitment. Titled *Teaching Is Fun*, the program was the first in a series designed by the college, a member group of New York State U., Fredonia was one of the first New York State colleges to develop its own television film workshop. The TV shows are produced under the direction of Dr. Henry Singer, director of the college's radio-TV activities. Series debut on WICU reportedly marked the first time a TV program prepared by a teachers college had been telecast.

WMAL-TV, *Washington* (D. C.) *Evening Star* outlet, has begun a series of adult-teaching programs in a joint enterprise with the Montgomery County, Md., Board of Education. Against the background of a simulated classroom, students are taught in the TV studio as in their classes. Purpose is to show adult viewers what is being done in the schools in the way of new teaching methods and what problems are met. Various grades up to the secondary system are to be shown. Van Beuren de Vries is in charge of production.

ELECTRA ZOOM

NBC Reports New Lens

NBC has reported that a new TV camera lens, capable of zooming in and out for closeups and long shots without loss of definition, has been used successfully on NBC-TV's *Your Hit Parade*.

Called the Electra Zoom, the lens consists of a small, compact unit which is fastened to the front of the TV camera, in place of the ordinary lens turret. It is operated by an electronic push-button control on the panning handle of the camera. NBC said the lens remains in constant focus by means of continuously variable optical elements. Its high definition is attributed to a lens speed of 2.8 and a focal length ranging from 2¾ to 6¾ inches.

'Set in Every School'

A TV set in every Washington, D. C., elementary school by next fall term—that's the wish expressed by Dr. Carl F. Hansen, associate schools superintendent. Dr. Hansen based his proposal on the "complete success" of Washington school's first teaching-by-television experiment which began last March in six grade schools. How to raise the necessary funds for the telesets appears to be the biggest hurdle to be cleared. Dr. Hansen hopes that citizen's associations and parent-teacher's associations would help.

FIVE more low-power repeater stations have been installed by Canadian Broadcasting Corp. in hinterland of British Columbia to bring programs to listeners in remote area between Prince George and Prince Rupert in central part of province. Another four are to be installed this summer in remote areas.

programs promotion premiums

IVES THE LINEUP

KGER Long Beach, Calif., sending cord bound brochure to advertisers and trade. Piece is headed "Radio KGER presents—an inside view of—the station of the American Home." Inside has greeting from station owner, pictures of management officials, operations staff and entertainers. Back has statement about American radio.

BREAKING A JINX

WIBG Philadelphia ran ad in Philadelphia *Daily News* directed at Philadelphia Athletics baseball team, returning home from bad road trip, stating, "We've killed the Jinx! Sic those Yankees . . . WIBG." It took two days for the jinx breaker to take effect, the A's dropped their first game to the Yanks, but the following day they dropped the mighty Bronx Bombers in both ends of a double header. Dupe Werling, production and promotion manager of station, and who also thought up the jinx breakers, is taking full credit for the twin killings pulled off by the A's.

SUMMER SALES KIT

KNX Los Angeles sending agencies and advertisers complete kit designed to sell summer radio in general and KNX-Los Angeles market particularly. Presentation divided into various sections, starts off covering definition of summer selling campaign, opportunity offered advertisers in summertime, summer sales potential and information about part station plays in aiding its sales representatives and advertisers. Next section contains reprints of summer sales stories appearing in trade press as well as ads station has run emphasizing fact that "summer is only colossal" in Southern California. Another section lists all special summertime programs with comprehensive information about each show. One portion of sales presentation contains names of national advertisers in July issue of popular weekly magazine and advertisers who regularly buy newspaper space in Los Angeles market in summer. A KNX summertime saturation plan, which offers advertisers up to 46% discount, is described. Last section explains station's promotion plan to attract still more listeners.

IF IT takes tall men to run a radio station successfully, WBEC Pittsfield, Mass., should be on top of the world. The station's announcing staff boasts three small skyscrapers in (l to r) John E. Callaghan, 6 feet, 3½ inches; Robert E. Henabery, 6 feet, 4½ inches, and Dana W. Jones, 6 feet, 4 inches. If you just can't grab that sky hook, ring up WBEC and one of the three should be able to get it for you.

PLENTY OF MUSHROOMING

WJW Cleveland sending small mailing piece to advertisers and advertising prospects accompanied with can of Heinz mushroom soup. Piece is headed "Mushrooming up! All over town." Inside gives data on new disc jockey show starring Soupy Hines.

DISC JOCKEY ARTICLE

LOOK MAGAZINE, June 5 issue, features 16 early-morning disc-jockey shows in story titled "They Wake Up Beaming." Explaining that "Here are America's human alarm clocks—the crack of dawn radio stars who start each day with more cheer than seems reasonable," the magazine gives short description of each program with on-the-air pictures. Included in story are: Ruth Lyons, WLW Cincinnati; Sandy Saunders, WKY Oklahoma City; Bill Moshier, KJR Seattle; Phil Alampi, WJZ New York; Tex and Jinx McCrary, WNBC New York; Don and Jane Butler, WGBS Miami; Mr. and Mrs. Menjou, transcribed over 300 stations; Don Bell, KRNT Des Moines; Jack Sterling, WCBS New York; Rayburn & Finch, WNEW New York; Skitch Henderson, WNBC New York; John Gambling, WOR New York; Bill Weaver, KCBS San Francisco; Ted Harding, WNOR Norfolk; Norman Ross, WMAQ Chicago, and Eddie Gallaher, WTOP Washington.

BEN-GURION SPEECH

WNOX Knoxville, May 7 broadcast speech made by David Ben-Gurion, prime minister of Israel, before select group of several hundred people night before. Station taped inspiring talk so general public could hear the noted statesman speak. Station cleared all necessary channels to carry broadcast for the public interest.

MEETING ON THE AIR

WFIN Findlay, Ohio, broadcast local county Red Cross chapter's meeting. Red Cross officials were afraid that persons would not come to a general meeting due to schedule conflicts, so station suggested *Red Cross Meeting of the Air.* Red Cross officials notified workers in county of program. One half-page ad was carried by local newspaper announcing show. The general chairman spoke briefly and then turned over show to division leaders who passed on instructions over air. Harold H. Heminger, general manager WFIN, reports that show was complete success.

Mr. Heminger

Further ideas or samples of the promotion items mentioned on this page are available by writing to the individual companies.

MacARTHUR TESTIMONY

KOSF Nacogdoches, Texas, handled MacArthur hearing testimony in unusually palatable manner. Feeling that few newspaper readers would care to plough through pages of testimony as presented in some newspapers and periodicals, station decided to broadcast hearing with manager J. C. Stallings asking questions and announcer Lyn Bentley reading Gen. MacArthur's answers. Station reports numerous favorable comments were received.

WEEKLY NEWSLETTER

WEIR Weirton, W. Va., sending weekly newsletter to trade, advertisers and prospective advertisers. Station uses facts that it compiles from magazines, newspapers and other publications on radio's superiority in selling. It has small charts and tables giving figures and facts on coverage of national magazine coverage as against radio coverage.

MOTHER'S DAY WINNER

WBUD Trenton sponsored "Trenton's Newest Mother" on Mother's Day, 1951, contest. The young mother was showered with gifts that were topped off with basket of orchids. The station also performed another service to help out the new parents. The father was

(Continued on page 90)

LANG-WORTH
FEATURE PROGRAMS, Inc.
113 W. 57th ST., NEW YORK 19, N. Y.
Network Calibre Programs at Local Station Cost

immediate revenue produced with regional promotion campaigns

23 years of service to the broadcasting industry

experienced sales personnel will sell community programs throughout your coverage area

HOWARD J. McCOLLISTER Company
MEMBER N. A. B.
66 ACACIA DRIVE
ATHERTON, CALIFORNIA
DAVENPORT 3-3061
PAUL W. McCOLLISTER, General Manager

CANCER CRUSADE

Stations, Organizations Ally in Fight

STATIONS and civic organizations are uniting in a drive to recruit funds in a war on cancer.

Among those who have reported their efforts to BROADCASTING • TELECASTING are:

ABC Chicago donated 2½ hours plus personnel and facilities to an American Cancer Society benefit show over WENR-TV Chicago.

In addition, Jim Moran, president of Courtesy Motors, gave his *Courtesy Hour* for one night to swell the total to 3½ hours. Radio and television stars also donated their services.

Last year the cancer telethon collected $19,000 from viewers. This year's plans were made by Mr. Moran, ABC, Malcolm-Howard Agency and Leo Salkin, talent agency.

WHLI Hempstead, Long Island, N. Y., scheduled 13 public service programs dealing with cancer, in addition to brief announcements. Special programs also are set for WSTC-AM-FM Stamford, Conn. Seven stations of the Connecticut State Network carried speeches by state and city officials at a banquet opening the fund drive.

Last half-hour of Milton Berle's *Texaco Star Theatre* was preempted by WDTV (TV) Pittsburgh, when the station presented a special program, *Cancer Will Be Conquered*, as part of the regular *Johns Hopkins Science Review* on the DuMont TV Network. Station carried the program as a public service feature on behalf of the 1951 fight-cancer campaign. Dr. George O. Gey, university cancer research specialist, demonstrated the difference in normal and abnormal body cells. Program is directed by Lynn Poole.

WAAM (TV) Baltimore on April 21 telecast the Johns Hopkins-Princeton lacrosse game. The sponsor had specified that his name not be mentioned except for the required FCC credit previous to the telecast. All commercials plugged the 1951 Cancer Crusade.

WOAI-TV Donates

WOAI-TV San Antonio donated air time and technical facilities to a 75-minute Cancer Crusade benefit show.

WCCO Minneapolis presented three half-hour programs devoted to the crusade. These included interviews by George Grim, news reporter-commentator for WCCO, with cancer patients.

WPWA Chester, Pa., last month held a 24-hour Cancer Marathon devoted to aiding the Delaware County Cancer Society campaign. Highlight of the station's effort came when Don Piccard, son of the internationally famed balloonist, Prof. Jean Piccard, took off from in front of the station on a flight over the community.

Lou Poller, WPWA president, announced that the station has adopted a public service policy which eliminates direct soliciting. Said Mr. Poller: "Radio stations have been urging solicitations over the air for so many causes that the public is revolting." He explained, that hereafter WPWA will "publicize as strongly as ever but the organizations will have to back it up in the field with collections. . . ."

Pooling their talents, entertainers, production and engineering staffers at WBAP-TV Fort Worth put on a full hour show to benefit the cancer drive. All personnel donated time and services, and the station management gave full support by donating the time, facilities and equipment. Local newspapers cooperated fully with the station publicity staff in publicising the show a week preceding the telecast.

A five-hour telecast by WBNS-TV Columbus, Ohio, using an auction sale format and entertainment features, brought in approximately $7,000 for a one-night drive of the American Cancer Society's Franklin County chapter. WBNS staffers Irwin Johnson, Chet Long, Tom Gleba and Bill Pepper served as emcees and auctioneers during the session, which featured choral groups, novelty song and dance routines. Local merchants donated a large quantity of merchandise, which made it necessary to extend the program beyond its originally-scheduled three hour length.

GEN. John Reed Kilpatrick (l), president, New York City Cancer Committee, seems pleased with the report of Larry Lowman, CBS administrative vice president and chairman of the radio-television division for the 1951 cancer funds appeal. Reports on progress toward the $1,500,000 goal were submitted at a meeting in the Hotel New Yorker.

* * *

REPAIR SERVICES

OPS Price Ceiling Imposed

PRICE of services furnished by radio and television appliance repair firms was placed under a ceiling in a regulation imposed by the Office of Price Stabilization May 11. The new order covers about $10 billion of commercial and personal services provided by over a million establishments.

Under Regulation 34 service charges "raised unjustifiably" since Jan. 26, date of the price freeze, will be rolled back to the highest base level during the period Dec. 19 to Jan. 25. Prices will be posted in every retail service place.

OPS authorities said the regulation probably would have no other applications to radio, TV or advertising in general beyond its reference to appliance repair firms.

'GOLDFISH BOWL'

Via Radio-TV—Javits

CLAIM that Rep. Jacob Javits (R-N.Y.) seeks to remove Congress "from the closet and place it in a goldfish bowl" by means of television and radio coverage of important House debates highlighted a special by-line article by the House member in the May 6 issue of the Sunday supplement, *Parade*.

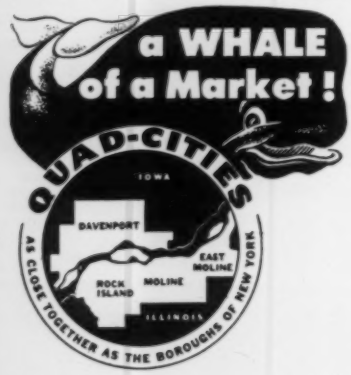
Owning up to the claim, which he described as "an excellent summary" of his bill (HR Res 62), Rep. Javits said he has encountered "a lot of opposition" to the proposal from Congressmen themselves. Chief arguments, he noted, are that (1) TV might develop "a snooping camera"; (2) emphasize absence of members from the floor; (3) cause debate to deteriorate into "ham acting," with senior members hogging the floor, and (4) individuals might be libeled on the floor.

On the contrary, Rep. Javits suggested, debate would become more concise and clear to the citizenry, and viewers would learn of the vast amount of committee work off the floor and judge members' absences accordingly. As to coverage, there are over 10 million sets in use and others are being installed at a rate of 750,000 per month, he explained.

Television, he continued, would create a greater public interest in government and could help raise the voting percentage well above the present 50%. He singled out a survey showing that 62% of all non-voters professed too little knowledge of candidates to make a choice.

Parts Meeting

FIFTEEN featured speakers and panelists will appear at three morning sessions of the annual Parts Distributors Show & Conference, opening today (Monday) at Chicago's Stevens Hotel. The program will include discussion on all aspects of availability of materials, inventory control financing, sales training, management and merchandising as applicable to distributor businesses, Jerome J. Kahn, show president, announced in Chicago.



HOME OF . . .

233,012* People
Rock Island Arsenal
Over 300 Industrial Firms

** 1950 U. S. Census Preliminary Report*

Quad-Cities' giant manufacturing concerns are turning out a vast array of materials for national defense . . . as well as the vital products for peacetime civilian life. Industrial employment numbers over 50,000. The population trend is UP . . . manufacturing payrolls are UP . . . consumer buying is UP. ***WHBF is the station with the coverage and impact to deliver sales at a profit in this big, unified market.***

WHBF
5000 WATTS BASIC ABC
AM TV FM
NAT'L REP. AVERY KNODEL, INC.

WTAD
930 KC, 1,000 Watts CBS
QUINCY, ILLINOIS
A Lee Station

Our Silver Anniversary Year of Service — to 88,210 rural-urban homes in the tri-state area of Ill., Mo. and Iowa, with farm income $315,669,000; retail sales $417,326,000. Represented by Weed & Company

WSIR ATTACKED

Man, Woman Arrested

TERROR stalked the studios of WSIR Winter Haven, Fla., May 12 in the form of two unheralded but not unpublicized visitors who attempted to invade the station in different forays.

The first, a 225-pound male intruder, paid his call that morning, attempting to choke the announcer, accusing the chief engineer and forcing the station off the air for 20 minutes while he sputtered into a dead microphone. That evening, an elderly woman moved in on WSIR with full intentions of committing, ah, mayhem.

Program Director Dick Eyrich pieced together this story: A man entered the control room at 7:30 p.m. that Saturday and ripped two records off the turntable. He grabbed Announcer Dick March by the throat, twisted Engineer Orden Craig's arm and warned them both to silence transmissions. Quietly, but urgently, they guided him to an unused studio, handed him a microphone and told him he was "on the air."

During the fracas a faithful listener, who had called to request a musical selection, telephoned police. The intruder, confronted with the sheriff and a deputy, grabbed his bicycle and sped for town where he was apprehended and confined in county jail for "observation." The station meanwhile had resumed its program.

That evening, according to Station Manager Larry Rollins, a woman pounded on the door, announcing she would "take over where my friend left off." Forewarned by a citizen of her threat "to kill five or six people" at WSIR, the station alerted itself for the invasion and called the sheriff's office. The sheriff caught up with her in a taxicab and, after taking her to the hospital, confined her also to the county jail.

KFMV (FM) Hollywood has discontinued studios at 6540 Sunset Blvd. and is now concentrating all activity from its transmitter site atop Mt. Wilson overlooking Pasadena. Business offices continue temporarily at the Sunset Blvd. address. Station is licensed to Union Broadcasting Corp.

GEORGE FOSTER PEABODY Award winners for the best radio and television productions of 1950 [BROADCASTING • TELECASTING, **April 30**]. **Awards were presented by Edward Weeks, chairman, Peabody Advisory Board, and John E. Drewry, dean, U. of Georgia School of Journalism. Front row (l to r): Robert Saudek, ABC vice president, for re-affirmation of basic American principles; Mr. Weeks; Mrs. Ronald Colman and Mr. Colman for radio drama, *Halls of Ivy*; Ira Hirschmann, president, WABF(FM) New York, for music entertainment. Back row: Robert Lang, for "Radio Free Europe"; Charles Guggenheim, for children's program, *Saturday at the Zoo*; Lynn Poole, for *John Hopkins Science Review*; Jimmy Durante, as the best entertainer in television; Dean Drewry; Elmer Davis, for news reporting.**

BEST CREATED SHOWS

Chicago Ad Club Awards to WLS, WNBQ (TV)

CHICAGO'S best shows created in 1950 were *The New World of Atomic Energy* on WLS and *Mr. Wizard*, telecast by WNBQ (TV) to the NBC network, according to judges in the annual Chicago Federated Advertising Club contest, who presented awards to winners Thursday night at a banquet in the Morrison Hotel.

The New World of Atomic Energy was conceived and produced by Josephine Wetzler, director of education at WLS and recipient of many national awards. The series of 11 broadcasts on atomic energy were a part of the regular *School Time* series aired daily to Midwestern school children. *Mr. Wizard*, which features Don Herbert and is his package, is produced by Herbert S. Laufman & Co. NBC-TV donates time to the feature, and the Cereal Institute, Chicago, pays for talent and production.

Other awards:

Four first-place winners among television shows were *Stud's Place*, sponsored by W. F. McLaughlin & Co. (Manor House coffee) on ABC-TV with a WENR-TV Chicago origination, through Earle Ludgin Agency; *The Adventures of Uncle Mistletoe*, sponsored by Marshall Field & Co. (department store) on WENR-TV and produced by James Saphier Productions; *The Wayne King Show*, Standard Oil of Indiana through McCann-Erickson on NBC-TV from WNBQ, and *Super Circus*, Canada Dry Gingerale, M & M Candies and Weatherbird Shoes on ABC-TV from WENR-TV.

Six first-place award winners in the commercial announcement category were the Toni Co., through Foote, Cone & Belding; Gold Seal Glass Wax, through Campbell-Mithun; Armour & Co. (turkeys), Foote, Cone & Belding; Swift & Co. (ham), J. Walter Thompson; Grennan Bakeries (cakes), Young & Rubicam, and Jules Montenier (Stopette deoderant), Earle Ludgin.

Two commercial spot honorable mentions went to the Santa Fe Railroad, through Leo Burnett Agency, for its industry promotion and the Pure Oil Co., through the same agency, for its public service.

The Patrick O'Riley Show on WBBM, sponsored by P. Lorillard & Co. (Old Gold cigarettes), was first place winner in the local program radio class. Honorable mentions went to *The Music Lovers Hour* on WCFL, sponsored by the Goldenrod Ice Cream Co.; *Gold Coast Rhythms* on WBBM, which has 15 participating sponsors, and *Uncle Ned's Squadron* on WMAQ.

Best radio network show originating in Chicago was *Cloud Nine*, aired from WBBM and sponsored by the William Wrigley Jr. Co. *The Quiet Answer* on the same station earned top billing in the special features class, as a public service program. Honorable mention in special features went to *News on the Spot* with Len O'Connor, broadcast on WMAQ under sponsorship of Procter & Gamble, Loew's Inc. and Celanese Corp. of America.

Toni Co., through Foote, Cone & Belding, placed the winning radio commercials, with honorable mention going to Best Foods Inc. (Shinola), Earle Ludgin Agency. A special award was given to Hall Bros. Inc., for commercials broadcast on the *Hallmark Playhouse*. Foote, Cone & Belding is the agency.

WMIL..... means MILWAUKEE

REPRESENTED BY FORJOE

WWDC

WASHINGTON, D.C.

is happy to announce that we are now represented nationally by

JOHN BLAIR and Company

OFFICES IN

NEW YORK • CHICAGO • DETROIT

ST. LOUIS • SAN FRANCISCO

DALLAS • LOS ANGELES

air-casters

DAVID E. WILSON, night news editor and account executive KRMG Tulsa, appointed program director.

DEAN MOXLEY named supervisor of advertising and promotion KNBC San Francisco, replacing **RANDY SMITH,** resigned. He was with KFI Los Angeles.

JERRY DANZIG, associate director of programs CBS-TV, has signed producer's contract with network under which he will give up all executive assignments except supervision of color television shows and will concentrate on creative assignments. He joined CBS-TV in 1948 as senior producer and later the same year was promoted to his last post.

HANK BASAYNE, promotion department, KCBS San Francisco, appointed writer-producer.

LARRY HARDING, head of his own New Orleans and Phoenix public relations firm, to CBS Hollywood, as client relations manager. In new post Mr. Harding maintains liaison between agency and client directors, producers and network studios, under supervision of **WILLIAM H. TANKERSLEY,** program services manager CBS Hollywood. Prior to forming own firm in 1948 Mr. Harding was CBS director.

RICHARD JOLOFFE, supply clerk CBS Hollywood, named assistant to **ROBERT PEREZ,** sales service manager KNX Hollywood-Columbia Pacific Network.

RICHARD C. DREYFUSS, film department CBS New York, appointed film director WDTV (TV) Pittsburgh.

ROBERT S. WOOLF appointed manager of DuMont Television Network's Teletranscription Dept. succeeding **EDWARD R. CARROLL,** resigned.

MINABELLE ABBOTT, WLW Cincinnati, appointed director of women's programs WPTW Piqua, Ohio.

ROBERT MONTGOMERY, actor, executive director of NBC-TV and former U. S. Navy commander will act as chief narrator for NBC's forthcoming television series depicting the history of the Navy, it was announced last week by **SYLVESTER L. WEAVER Jr.,** NBC vice president in charge of TV. For past year, Mr. Montgomery has been producer, narrator and actor of *Robert Montgomery Presents Your Lucky Strike Theatre,* alternate Monday evenings over NBC-TV.

FRED HOLDRIDGE to research department ABC Chicago. He was with Joseph Ryerson & Son, steel warehouse concern, same city.

EDWARD McCALL, WXNJ Plainfield, N. J., to anouncing staff WCCC Hartford.

FRANK MUCKENHAUPT, production manager WOR New York, father of girl, Nancy Joan, born May 1.

EDWARD FLOCKEN, assistant auditor CBS Hollywood, elected chairman broadcasters section, L. A. Credit Managers Assn., replacing **HELEN McDERMOTT,** KLAC.

NANCY CRAIG, women's commentator WJZ New York, beginning new program on WJZ-TV called *Nancy Craig Time,* 4-4:45 p.m., Mondays, Wednesdays and Fridays, and 4-4:30 p.m., Tuesdays and Thursdays, effective today (Monday).

OZZIE NELSON and **HARRIET HILLIARD** will *portray* themselves in Universal-International film based on their ABC *Adventures of Ozzie & Harriet.* Original story authored by Ozzie and his brother Donald, and William Davenport, writer of radio show.

HENRY TRAVIS, announcer, Don Lee, Hollywood, father of girl, Kathleen, May 13.

PAUL LAIDLEY, executive Lever Bros., received on behalf of company citation from Boys Clubs of America for contribution of *Big Town* program, "Dead End Street," in combatting juvenile delinquency and subversive doctrines.

ANNE HAYES, director of women's activities KCMO Kansas City, appointed to publications committee of American Women in Radio & Television.

EDWARD PHELAN, assistant manager WVIM Vicksburg, Miss., to staff WMIS Natchez, Miss.

GRADY COLE, emcee and star personality WBT-AM-FM and WBTV (TV) Charlotte, N. C., presented plaque from local Disabled American Veterans Chapter 10, for helping "secure gainful employment for disabled and handicapped veterans."

BILL GOODWIN, Hollywood announcer-stooge on CBS-TV *Burns & Allen Show,* signed for feature role in Columbia Pictures *Small Wonder.*

DICK SCHACKLE named page captain WBBM Chicago, replacing **BOB DEVERE,** resigned.

JOHN JACOBS, announcer CBS Hollywood, father of boy, John Patrick.

DORCAS RUTHENBERG, director of public affairs WHAS Louisville, awarded plaque by chairman of Kentucky March of Dimes campaign for "meritorious service in the interest of polio care, education and research."

PEGGY WOOD, actress and author, received citation from Mothers of Paris on the 2,000th anniversary of their city aboard the U. S. Lines Luxury Liner, *America,* last Monday. The citation is being made because of Miss Wood's title role in *Mama* on CBS-TV.

TED MACK, ABC-TV, and **EDWARD R. MURROW,** CBS, received awards for television and radio from New York City Federation of Women's Clubs. Awards were made to "persons outstanding in the arts" in New York last week.

WMCA New York received a United Parents Assn. special citation "for helping to make the streets of New York safer for children" in New York last week. Award was inspired by *The Killers,* WMCA series investigating auto accident causes and effects and broadcasting license plate numbers of New York City traffic violators. WMCA Educational Director Helen S. Straus received citation on behalf of station from Superintendent of Schools William Jansen.

MEL WILLIAMSON, producer *Ginny Simms, Front & Center* on KTTV (TV) Hollywood, called to active duty as lieutenant-colonel in Air Force. He is in Washington to make recommendations on setting up TV section in Air Forces Pictorial Service.

HELEN J. SIOUSSAT, CBS director of talks, will discuss "Of Mikes and Men," a narration of experiences bringing speakers before the microphone and TV camera for past decade, before 500 business leaders attending a Rotary Club session in Atlanta, Ga., today (May 21).

RICHARD S. BEAN, continuity writer WNAX Yankton, S. D., father of daughter.

TONY FONTAINE, WGN-AM-TV Chicago singer, and Kerry Vaughn, movie starlet, announce their marriage.

JOHN BAIRD, director of public affairs KMPC Hollywood, named radio-TV coordinator Citizen's Committee for Gen. MacArthur Memorial in Los Angeles MacArthur Park. **JOHN HENNESSY,** account executive West-Marquis Inc., L. A. agency, is general publicity chairman of Citizen's Committee.

CARL E. BRUTON, producer and cameraman, and **RUBY VOGT,** traffic department WTVJ (TV) Miami, announce their marriage.

BETTINA KOTRICH, film director KRON-TV San Francisco since station's first telecast in November 1949, to overseas division, Voice of America.

LEE PHILLIPS, general manager WTTT Miami, to WTVJ (TV) Miami, as staff announcer.

RAY HUBBARD, KPIX San Francisco art department director, father of boy, Bruce Duncan.

DAVE STEPHENS, musical director WCAU Philadelphia, and **JIMMY DIEHL,** staff singer WCAU announce their marriage.

News . . .

DICK ROLL, program director WLOK Lima, Ohio, to WOL Washington (LBS affiliate), as newsman.

EDDIE LYON, newscaster KFWB Hollywood, to KLAC-AM-TV same city, in similar capacity.

LES MAWHINNEY, chief of news bureau Don Lee Broadcasting System, Hollywood, elected chairman California Associated Press Radio Assn. He succeeds **GRANT HOLCOMB,** CBS Hollywood newscaster. **RAY WILSON,** news editor KSBW Salinas, named vice-chairman CAPRA.

PHILIP F. GOULD, United Press Pittsburgh and Cleveland bureaus and its Foreign Dept., appointed "newscast editor-writer" WOR New York.

HANK WEAVER starts new five weekly quarter hour newscast on KECA Los Angeles. Newsman now does three news programs on station.

ED HERLIHY, NBC narrator and commentator, selected for first community service award to be given by Veterans of Foreign Wars to encourage leadership and participation in public service activities. He was chosen for his recognition of problems of others and his work in their behalf, "both through his radio and television programs and through his personal endeavors."

JOHN W. VANDERCOOK, commentator, author and newsman, to LBS.

PAUL GALLICO, author and newsman, will cover Middle East region for CBS news on special assignment until end of summer, appearing on *World News Roundup* and other regular news shows and frequently on weekly *Report From Overseas.*

BRUCE BARRINGTON, news director KXOK St. Louis, appointed to commercial radio section of communication committee of St. Louis Civil Defense Organization.

JOHN BRUBAKER, staff announcer WCCC Hartford, appointed news editor. **JACK BROOKS,** WWNH Rochester, N. H., appointed assistant news editor WCCC.

BILL FOX, news editor WPTW Piqua, Ohio, recalled to active duty with Navy.

CARL KUPFER, Armed Forces Radio Services, Hollywood, to KCBS San Francisco, as newswriter and overseas producer. He replaces **ED ZUSI,** resigned.

FREDERICK M. CUSICK to news and special events section, Radio-TV Branch, Dept. of Defense, as Navy lieutenant. He was with WVOM Boston, as program director.

DON MOZLEY newscaster KCBS San Francisco, initiated into Sigma Delta Chi, national professional journalism fraternity.

THE BEST COSTS LESS

See Centerspread This Issue

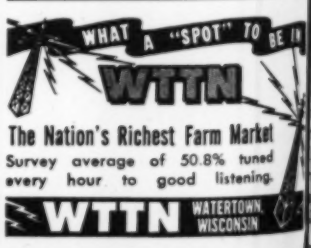
ON THE AIR EVERYWHERE 24 HOURS A DAY

L. B. Wilson

WCKY

CINCINNATI

50,000 WATTS OF SELLING POWER


WHAT A "SPOT" TO BE IN
WTTN
The Nation's Richest Farm Market
Survey average of 50.8% tuned every hour to good listening.
WTTN WATERTOWN, WISCONSIN

Milestones

(Continued from page 13)

half-hour program featuring entertainers and station personnel who appeared on the opening broadcast 10 years ago. During that decade, the station has grown from a 250 w daytime independent to 1 kw full-time affiliate of CBS.

▸ WGY Schenectady, N. Y., in observance of its 25th year of farm broadcasting, has established an educational fund to provide scholarships for youngsters seeking training in agriculture, home economics, or forestry. Announcement was made by Robert B. Janna, General Electric station's manager.

▸ James Hughes, program director at WJAS Pittsburgh, celebrates 26 years in the radio industry—all at WJAS—on May 21. Mr. Hughes first appeared on radio in 1925 when he appeared before station's microphone as comedian fresh from various vaudeville circuits he had traveled for many years. He has coached many of Pittsburgh's top radio entertainers including Orchestra Leader Baron Elliott and Songstress Eugenia Baird. Mr. Hughes is, of course, a member of the Radio Pioneers Club.

Mr. Hughes

▸ Harry Broderick, transmitter and control room supervisor, WDRC Hartford, chalks up his 25th anniversary with the station this month.

▸ WTAG Worcester, Mass., has marked the fifth anniversary of its chatter program, *Julie 'n' Johnny.*

▸ Twenty-fifth anniversary of Johnny Olsen, host of *Luncheon Club* over ABC, weekdays, 12 noon, has been celebrated on the program and was marked by appearance of Robert E. Kintner, ABC president.

▸ WLDY Ladysmith, Wis., on May 5 celebrated its third anniversary and affiliation with LBS with a day-long open house. A. T. Shields, station manager, estimated that about 2,000 persons visited the station that day.

▸ Charley Stookey, farm editor for KXOK St. Louis, has marked his 22nd anniversary in radio broadcasting.

W. C. Johnstone

WILLIAM C. JOHNSTONE, 76, who several years ago played the role of Lamont Cranston (The Shadow) in *The Shadow* radio show, was burned to death in a fire which destroyed his home at Newtown, Conn., last Monday. His widow was slightly injured. Other survivors include a son, William C. Johnstone Jr., also a radio actor.

UN Radio Tour

TOUR of 10,000 miles covering 30 key cities to describe various United Nations services and programs available to broadcasters and civic bodies was begun May 2 by Mrs. Dorothy Lewis, U. S. station relations coordinator for United Nations Radio. A former NAB executive and founder of the Assn. of Women Broadcasters, Mrs. Lewis' tour will take her through Pennsylvania, Kentucky, Tennessee, Mississippi, Louisiana, Texas, Colorado, Utah, California, North and South Dakota, Minnesota, Wisconsin and Illinois.

POLITICAL WAR

'Voice' Machinery Flayed

SOVIET Russia's propaganda machine "is one of the most formidable instruments for shaping beliefs in the world today," while the State Dept.'s Voice of America "suffers from intellectual and spiritual emptiness" and lacks "exciting leadership."

This appraisal of USA and USSR propaganda efforts in the war for the minds of men was expressed May 13 by the Foreign Policy Assn. It was contained in a pamphlet prepared by the New School for Social Research in New York.

The pamphlet said that the U. S. must sell something besides "democracy" and that its information program "is in danger of being reduced to a mere exercise of salesmanship techniques." It suggests that it might be advisable to remove political warfare from the State Dept. "because it is too important to be left as a more or less secondary agency in a department that has numerous other vital tasks." This point also has been raised by Sen. William Benton (D- Conn.) on Capitol Hill.

RELIGIOUS PANEL

Studies State Dept. Shows

AN ADVISORY panel comprising Washington, D. C., representatives of the Jewish, Protestant and Catholic faiths has been set up by Edward W. Barrett, Assistant Secretary of State for Public Affairs, to study the present religious content of Voice of America programs.

In announcing formation of the panel, Secretary Barrett said the State Dept. is convinced that "our Campaign of Truth can be made tremendously more effective through increasing the proportion of religious materials in the radio programs, pamphlets and motion pictures that we are sending to people of all religious faiths the world over."

The group is meeting regularly to consider Voice and other U. S. information and education activities.

New Business

(Continued from page 20)

Klamath Falls and Eugene (Ore.). Contract for 52 weeks. Agency: Barton A. Stebbins, L. A.

RCA VICTOR, Camden, N. J., for its portable-radio batteries, scheduling promotion on six radio and TV programs: *The Big Show, Boston Pops Orchestra, Screen Directors' Guild, Duffy's Tavern, The Man Called X* and *Kukla, Fran & Ollie.*

Agency Appointments • • •

CAMERA & FILM INDUSTRIES, Indianapolis (Falcon candid camera), names Arthur Rosenberg, N. Y., as agency. Account using about 50 radio stations and plans expansion.

HUDSON JEWELERS, L. A., names Kent Goodman Adv., L. A. to handle television advertising. Firm now using TV spots on five Los Angeles stations.

COCA-COLA Bottlers, N. Y., names William Esty & Co., N. Y., to handle its advertising. Television has been recommended by agency. Account was formerly handled by D'Arcy Agency, N. Y.

STOKELY-VAN CAMP Inc., Indianapolis, effective June 1 appoints Calkins & Holden, Carlock, McClinton & Smith, New York, as agency for Stokely division account.

GRUEN WATCH Co., Cincinnati, names McCann-Erickson, N. Y., to handle advertising, effective July 1. Agency had served watch company for 12 years prior to 1947. Network television will be greatly expanded in addition to continued use of national magazines, **Bernard M. Kliman,** advertising director of Gruen, said.

DEXTER Co., Fairfield Ia. (washing machines, automatic irons and electric and gas driers), names Dancer-Fitzgerald-Sample, Chicago, to handle its advertising. Media plans are being discussed now. **F. Sewall Gardner,** executive vice president is account executive. He will be assisted by **Thomas K. Denton.**

CAL FAME FROZEN ORANGE JUICE, L. A. and Borrego Springs, L. A,. name Bishop & Assoc., L. A. to handle advertising. Both will use TV.

GOOD HUMOR Corp., N. Y., names Grey Adv. Agency, N. Y., to handle advertising and promotional activity.

FRANK FEHR Brewing Co., Louisville (Fehr's beer), names McCann-Erickson, N. Y., as its advertising agency. Media plans currently being made.

Adpeople • • •

MAX BANZHAF, manager of building materials section Armstrong Cork Co., Lancaster Pa., appointed assistant director of advertising. **WILLIAM F. EARLY,** succeeds Mr. Banzhaf.

ROBERT D. MOSSMAN, advertising manager Jones & Laughlin Steel Corp., Pittsburgh, will serve as voluntary coordinator of The Advertising Council's emergency steel scrap salvage advertising campaign, **Fairfax M. Cone,** Council chairman, announced last week. Mr. Mossman will appoint a volunteer advertising agency to prepare the campaign.

JAMES M. REEVE, McKim Adv. Ltd., Montreal, appointed advertising manager Kraft Foods Ltd., Montreal.

AGRICULTURE

We've been programmed for the farmer for 24 years. That's why WIBW-advertised goods sell so well in Kansas and adjoining states.

WIBW The Voice of Kansas in TOPEKA

Strictly Business

(Continued from page 14)

they turned out 37 film shorts called *Inside Secrets of Baseball*. The sportscaster narrated while Ted Williams and other stars demonstrated. The films have been telecast in segments adjoining ball games in Chicago, Atlanta, Dayton, Philadelphia, New Orleans and other cities.

Sponsorship of the TV baseball films took a new turn last year, with advertisements shifting from the company level down to the local store. Two years ago Palm Beach was co-sponsor of the Boston major league ball games. Today the stores allocate an estimated three-quarters of a million dollars among television, radio and newspapers—with the parent advertiser shouldering part of the expenditures.

Television, Mr. Morse points out, is a "very strong selling medium, particularly for products having visual points of superiority." As an example, he cites Palm Beach Springweave suits, worn by a performer who takes off the coat, ties the sleeve in a knot and then unties it. "Such demonstrations make sales," he believes.

It was Mr. Morse's contention that the suit manufacturer should not limit its advertising to baseball, however, and as a result the firm prepared a series of films, *How To Improve Your Golf*. Narrator is Harold "Jug" McSpaden, famous ex-pro and now sales promotion director for Palm Beach.

This interest in the fairways sport led to probably another TV "first"—NBC-TV coverage of the Palm Beach round-robin tournament at New Rochelle, N. Y., in June 1950. Plans are being made for CBS-TV to telecast the 1951 Palm Beach event next month over 16 or more stations.

The company has not used radio to any appreciable extent, although it is expected that ABC will carry the Palm Beach round robin championship June 7-10.

As vice president in charge of advertising, Mr. Morse does not sell radio short and feels, in fact, that it is "an important selling method." Radio, he points out, reaches the housewife in the kitchen, bedroom, children's rooms and in the family car — all normally inaccessible to TV. Mr. Morse also reminds that radio in its infancy threatened to put movies out of business.

Joins in 1936

Mr. Morse, a native New Yorker and a graduate of Cornell U., went to the Palm Beach company from National Oil & Supply Co., Newark, N. J., in quest of "a better opportunity" in 1936. Starting as an order clerk, he moved progressively into such positions as salesman, correspondence manager, assistant sales manager, assistant advertising manager, advertising manager and director, and finally into a vice presidency with supervision over all advertising.

A past president of the Advertisers' Club of Cincinnati, he represents Palm Beach in the Brand Names Foundation and serves on the Cooperative Advertising Committee of the Assn. of National Advertisers. Mr. Morse also has helped further the current "Advertising Costs" public relations project of the Advertising Federation of America.

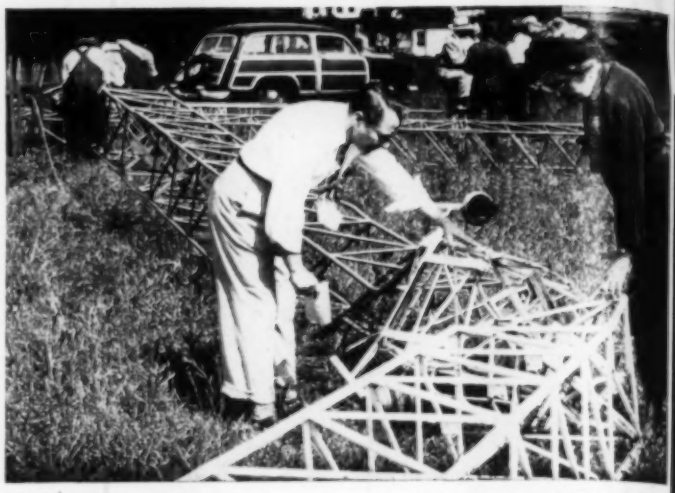
Mr. Morse has a minor quibble on the subject of television, which may appear slightly ironical in view of his television "firsts." The landlord of his Park Ave. apartment refuses to allow him to erect an outdoor TV antenna unless he pays a 15% rent increase. An indoor aerial has been tried and found wanting.

Mr. Morse married the former Frances Wayne of New York in 1934—two years before he joined Palm Beach. They have two children, Holly, 9, and Carolyn, 13. He says "hobbies are a fine thing but not for me." He could work on that aerial problem, though.

Your greatest sales asset is advertiser **acceptance.** Your advertising in Printers' Ink **increases** your acceptance among the leading **buyers of advertising,** and so helps you sell more advertising to them.

Set Sales

SALES of radio receivers in Canada in the first quarter of 1951 totaled 164,714, valued at $13,970,696. This compares with 142,640 sets sold in the first quarter of 1950, according to Radio Mfrs. Assn. of Canada.



A SUDDEN windstorm snapped guy wires, twisted and toppled one of the 300-ft. antennas belonging to WVOK Birmingham, Ala. Alert engineers cut power flowing to the fallen antenna and station continued operation without loss of a minute of air time. WVOK also was able to warn Birmingham residents of the storm. Examining the twisted framework are (in foreground) Ire Leslie, WVOK program director, and Mrs. Iralee W. Benn, WVOK president.

CANADA RATINGS

US Shows Lead Top 10

TWO CANADIAN evening programs made the first 10 of 30 evening network shows during April, according to the national rating report for April, released May 11 by Elliott-Haynes Ltd., Toronto. The first 10 evening shows were: *Charlie McCarthy*, with rating of 35.6, *Radio Theatre*, 32.9; *Our Miss Brooks* 30.2; *Amos 'n' Andy*, 28.5; *Twenty Questions*, 24.7; *My Friend Irma*, 21.7; *Ford Theatre*, 21.3 (Canadian program); *Aldrich Family*, 21; *Great Gildersleeve*, 21; and *Your Host*, 21 (Canadian program).

Daytime April programs totalled 16, and the first five were: *Ma Perkins*, 19.8; *Pepper Young's Family*, 18.9; *Right to Happiness*, 17.8; *Big Sister*, 17.3, and *Happy Gang*, 16.1 (Canadian program).

Among French-language programs the first five evening shows, out of a total of 25, were: *Un Homme et Son Peche*, 34.7; *Metropole* 31.2; *L'Epervier*, 29.3; *Ceux qu'on Aime*, 28.9, and *NHL Hockey*, 28.1. Daytime the first five out of 16 were: *Jeunesse Doree*, 25; *Rue Principale*, 24.8; *Grande Soeur*, 24.1; *Quart d'Heure de Detente*, 22.7, and *Tante Lucie*, 22.6.

DRIVE-IN ADS

Campaign Drives in Patrons

AN INTENSIVE drive-in theatre radio-television campaign in Chicago is driving in patrons in droves.

On April 13 (a Friday, incidentally), the Assn. of Drive-In Theatres launched a well-coordinated radio-television campaign utilizing a singing commercial—and animation on TV—backed with a budget of more than $100,000.

The entire Chicago area has been saturated with these spot commercials, both on radio and television, and drive-in jingles identify several full programs (live and disc jockey) on local stations. W. B. Doner & Co., Chicago, is handling the campaign.

Daley Remains

JOHN G. DALEY, chief of the Electronics Products Div., National Production Authority, will remain as director until June 22. Earlier he had submitted his resignation, which was to have become effective June 1 [BROADCASTING • TELECASTING, May 7]. Mr. Daley was asked to delay his resignation because of the pressure of work within the Electronics Products Div., and inability of Administrator H. B. McCoy to find a successor. The division serves as claimant agency for broadcasters in the field of raw materials for receiving tubes, condensers, transmitters and other equipment.

allied arts

MARTIN SPERBER appointed West Coast vice president Agents Television Corp., Beverly Hills, Calif. He succeeds **BUSTER COLLIER,** resigned to devote full time to development of local film and live TV shows to be packaged for national distribution.

SOCIETY of MOTION PICTURE and TELEVISION ENGINEERS moving New York headquarters June 8 into larger quarters occupying fifth floor of American Radiator Bldg., 40 W. 40th St.

ARCHIBALD U. BRAUNFELD, American Television Society treasurer and finance Committee chairman of the Radio Executive Club of New York, elected to Board of Directors of New York State Society of Certified Public Accountants last week.

WILLIAM PRODUCTIONS, Hollywood production and distributing unit, signed **WILLIAM ASHER** to three year writer-director contract, with first assignment new series of TV film shorts as yet untitled.

MARIANNE BRENNAN, publicity writer WGN Chicago, to Philip Lesly Co., Chicago, on creative staff.

JIM GREEN, Chicago writer, producer and actor, to Herbert S. Laufman & Co., television production firm in Chicago, as script supervisor.

LOUIS G. COWAN Inc. moves to new offices at 575 Madison Ave., N. Y. New quarters include two full floors, including penthouse, with private quarters for each program production unit and special screening and rehearsal rooms.

FREDERIC W. ZIV Co., N. Y., announces sale of *Boston Blackie* program to 18 additional advertisers and stations.

SOUTH AFRICAN RESEARCH SERVICES (PTY.) Ltd., Johannesburg, releases market research bulletin categorizing radio advertising expenditure in South Africa as compared to newspaper advertising. Expenditure is listed by product classification. Included in bulletin is graph illustrating large rise in national income in Union since 1933.

BLACKBURN-HAMILTON Co., Chicago, station brokers, moves late this month to quarters in Tribune Tower, 435 N. Michigan Ave., from 360 N. Michigan Ave. The new telephone number is DElaware 7-2755.

WORLD BROADCASTING SYSTEM, New York, has entered into two-year contract with **KITTY KALLEN,** singer, for minimum of 30 recordings, 10 of which will be made this month.

ELLINGWOOD KAY, story editor, Warner Bros. Studios, N. Y., Hollywood, to Bing Crosby Enterprises, L. A., as story editor of firm's television film productions division. In new position Mr. Kay is in charge of all story purchases for Crosby Enterprises. In addition he supervises writers currently preparing material for TV films now going into production.

VERNE SMITH, radio announcer, signed by Jerry Fairbanks Productions, L. A., to narrate new series of 20 TV film commercials for Dodge. **HUGH BRUNDAGE,** radio announcer, signed to narrate four TV film commercials for Friskies (dog food).

SESAC Inc., N. Y., releasing first transcriptions in new series of *Jazz Classics—Music by Maltby.* Maltby library will feature orchestra with chorus in variety of musical stylings including boogie-woogie, blues, swing and samba.

ROYAL FIVE PRODUCTIONS is new Hollywood TV unit organized by **SCOTTY BROWN** to produce Western films.

CAPITOL RECORDS, Hollywood, will make its optional center 45 r.p.m. disc available to other record manufacturers at no charge. Engineering drawings and technical specifications will be loaned by firm upon written request, it was said.

SAM ROSSANT, sales manager MGM Radio Attractions, father of boy, May 6.

RAY SINATRA, orchestra leader, named vice president of Trans-World Pictures, newly organized Hollywood TV production unit. **RON FREEMAN** is president.

RICHARD A. WALSH, from Hollywood writing assignment, to editorial staff Jam Handy Organization, Detroit.

STATE DEPT. announces availability of booklets and pamphlets based on Germany for program directors and personnel.

Equipment . . .

BOB CHESHIRE, assistant eastern states regional manager Allen B. DuMont Labs' receiver sales division, named southwestern regional sales manager for division, succeeding **BILL C. SCALES,** now general sales manager of cathode-ray tube division.

GEORGE L. PECK appointed supervisor of promotion and publicity for General Electric Co. broadcasting stations (WGY, WRGB (TV) and WGFM (FM) Schenectady). Mr. Peck joined GE in 1946 as member of the lighting and rectifier division's promotional services section and transferred in 1948 to program development unit of the apparatus department's employe and community relations division. He earlier was associated with BBDO's Buffalo office.

Mr. Peck

MARK SIMPSON Mfg. Co. Inc., Long Island City, N. Y., announces availability of six models of Masco tape recorder. Features of units include 3.75 or 7.5 in./sec. recording speed, high-fidelity reproduction, neon volume level indicator and some models have built-in AM radio.

GORDON E. WALTER appointed assistant division engineer of General Electric's Specialty Transformer Engineering Div., Fort Wayne, Ind.

ROBERT J. HALDEMAN, comptroller Wood & Cies Distributing Co., appointed manager Factory Service Dept., Packard Bell, L. A.

POLARAD ELECTRONICS Corp., Brooklyn, N. Y., issuing new catalog on laboratory instruments. Equipment described in enlarged catalog includes all-band spectrum analyzer, microwave signal sources, video amplifier and laboratory power supplies. **HAROLD A. KITTLESON** appointed engineering representative on West Coast for Polarad Electronics Corp., Brooklyn, N. Y.

GENERAL ELECTRIC, Syracuse, N. Y. announces production of new 24-inch picture tube and circuits which provide increased picture clarity and improved contrast. Firm reports this is largest set they produce. Company also announces new line of 100-volt d.c. capacitors, with double capacitance designed into same capacitor space.

REMINGTON RAND Inc., N. Y., publishing booklet which describes Vericolor telvision system and shows use of system in government, education and industry. Color television system was developed by Remington Rand and CBS, and booklet emphasizes potential of invention, especially in fields of medicical education and department store selling and demonstration.

SPRAGUE ELECTRIC Co., Bennington, Vt., announces purchase of part of main plant of former Holden-Leonard woolen mill. Company bought property to expand facilities for manufacture of Ceroc 200 and Ceroc T magnet wire. Bennington facilities augment those of present Ceroc plant in North Adams, Mass. Company also announces publication of engineering bulletins which list revised standards for Ceroc 200 and Ceroc T high-temperature magnet wires.

DAVEN Co., Newark, N. J., announces type V-103 video roll-off network. It's designed to provide standardized band width required when performing operating measurements and meets all standards on television methods of measurement.

PACKARD-BELL, L. A., adds radio-phonograph - recorder combination, called phonOcord to current line. Set features dual-speed automatic home recorder, automatic three-speed record changer and eight-tube radio chassis. Units are in contemporary styling with several finishes available.

HEWLETT-PACKARD Co., Palo Alto, Calif., adds pair of precision microwave instruments to their line of waveguide equipment. New tuners aid in matching sections for turning out discontinuities in high power systems or in systems where low leakage is essential. Two types of power-dissipating terminations offered by firm for use as dummy load for high-powered transmitters, in testing vacuum tube characteristics, etc.

KENNETH DVORAK appointed to sales staff Crystal Tube Corp., Chicago. He was with plastic division Goodyear Tire & Rubber Co.

Technical . . .

JEFF EVANS, engineer WLDY Ladysmith, Wis., appointed chief engineer replacing **D. W. HOLBROOK,** resigned to accept position with Nielsen Radio Surveys.

JOHN HOGAN, engineer WNBW(TV) Washington, called to active duty as commander in Navy.

MATTHEW C. MUNN, engineering staff WISE Asheville, N. C., father of boy, Matthew Randel, May 8.

KMOX PETITION

Injunction Restrains WIBV

CBS and its St. Louis station, KMOX, have been granted a permanent injunction in Belleville, Ill., restraining WIBV Belleville from broadcasting a transcribed show to which KMOX claims exclusive rights. Granting of the circuit court injunction leaves the way clear for the network and station to sue the transcription firm, Colson and Co., Dallas. This was one of the moves reportedly being considered.

KMOX charged in the petition that the Colson Co. sold its *Dizzy Dean Show* exclusively for broadcast in the area to KMOX, and that shortly after the program took the air on KMOX it was also broadcast on WIBV, 10 miles away.

The quarter-hour weekly feature, starring Dizzy Dean interviewing guest celebrities, was scheduled as a main attraction in the KMOX Sunday daytime lineup. Station charged that WIBV broadcast the same show 30 minutes earlier than KMOX on the same day, and programmed the series a week in advance of the KMOX broadcast. The CBS station put the show on the air Feb. 26, Sundays, 12:30-45 p.m. under sponsorship of B-1 Bottlers, for lime soda drink, on a 26-week contract.

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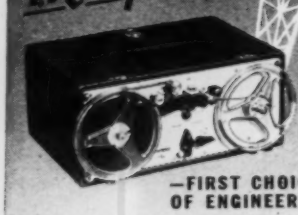

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FCC actions

MAY 11 THROUGH MAY 17

CP-construction permit	**ant.-antenna**	**cond.-conditional**
DA-directional antenna	**D-day**	**LS-local sunset**
ERP-effective radiated power	**N-night**	**mod.-modification**
STL-studio-transmitter link	**aur.-aural**	**trans.-transmitter**
synch. amp.-synchronous amplifier	**vis.-visual**	**unl.-unlimited hours**
STA-special temporary authorization		**CG-conditional grant**

Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new station and transfer applications.

May 11 Applications . . .

ACCEPTED FOR FILING

AM—1320 kc

Sullivan County Bcstg. Co., Kingsport, Tenn.—CP new AM station 1310 kc 1 kw D AMENDED to request 1320 kc.

License for CP

WOKW Sturgeon Bay, Wis.—License to cover CP new AM station and change main studio location.

WFRX West Frankfort, Ill.—License to cover CP new AM station.

License Renewal

License renewal applications filed by following AM stations: KWEM West Memphis, Ark.; KIMO Independence, Mo.

Modification of CP

KRES St. Joseph, Mo.—Mod. CP change frequency etc. for extension of completion date.

WBSC Bennettsville, S. C.—Same.

WORA Mayaguez, P.R.—Mod. CP increase power etc. for extension of completion date.

WDLA Walton, N. Y.—Mod. CP new AM station for extension of completion date.

KLAC-TV Los Angeles—Mod. CP new TV station to specify ERP vis. 31.4 kw, aur. 15.75 kw in lieu vis. 28.1 kw, aur. 14.8 kw, and power gain of 7.12 vis. and 7.15 aur. in lieu 7.2 (error in computation).

TV—Ch. 8

Peoples Bcstg. Co., Lancaster, Pa.—CP new commercial TV station Ch. 9 (186-192 mc) ERP 0.948 kw vis. and 0.474 kw aur. AMENDED to request Ch. 8 (180-186 mc) ERP 0.96 kw vis. and 0.48 kw aur.

TV—Change Power

KMTV (TV) Omaha, Neb.—CP change ERP from 11.7 kw vis., 8 kw aur. to 100 kw vis., 55.97 kw aur. Ant. 608.5 ft.

TENDERED FOR FILING

AM—610 kc

WMGR Bainbridge, Ga.—CP change from 1490 kc 250 w unl. to 610 kc 500 w D.

AM—740 kc

WVCH Chester, Pa.—CP change power from 250 w to 1 kw, operating D.

APPLICATION RETURNED

KNAL Victoria, Tex.—RETURNED application for license to cover CP change hours etc.

APPLICATION DISMISSED

WBSC Bennettsville, S. C.—DISMISSED application for CP install booster station on Old S. C. Highway #9 near Cheraw, S. C., to operate synchronously on 1400 kc with WBSC.

May 14 Decisions . . .

BY THE SECRETARY

Certified records in following proceedings to Commission for rendition of Initial Decisions because examiner (Jack P. Blume) who presided at hearings resigned May 2: Telephone Message Service of Yonkers, Yonkers, N.Y.; Ward C. Rogers, Chicago, Ill.; Application of KXLA Pasadena, Calif., for mod. license, and In re Order to Show Cause Directed to KXLA.

May 15 Decisions . . .

BY COMMISSION EN BANC

Renewal Set Aside

WKOW Madison, Wis.—Set aside action of April 25 granting license renewal and extended present license on temp. basis to Sept. 1 pending further study of matters relating to control of station. Comrs. Webster and Sterling dissenting.

Authority Extended

WVOK Birmingham, Ala.—Granted extension of authority for 30 days from May 13 to operate with power reduced to 25 kw and non-directional ant.

BY THE SECRETARY

WAVE-TV Louisville, Ky.—Granted license for commercial operation of TV station.

WGH-FM Newport News, Va.—Granted license covering changes in FM station: 96.5 mc (Ch. 243), 36 kw, 180 ft.

WLEE-FM Richmond, Va.—Granted license for FM station; 102.9 mc (Ch. 275) 21.5 kw, 300 ft.

Following were granted mod. CPs for extension of completion dates as shown: KJSK-FM Columbia, Neb., to 8-19-51; WCAR-FM Pontiac, Mich., to 9-1-51; WDLA Walton, N. Y., to 7-1-51; WTOL-FM Toledo, Ohio, to 8-8-51; WKAP-FM Allentown, Pa., to 11-21-51; WROW-FM Albany, N. Y., to 11-25-51; KSL-FM Salt Lake City, to 6-15-51; KFUO-FM Clayton, Mo., to 8-1-51; WASH (FM) Washington, D. C., to 8-3-51.

WLBH-FM Mattoon, Ill.—Granted license for FM station; 96.9 mc (Ch. 245), 23 kw, 190 ft.

WJLB-FM Detroit—Granted license covering changes in FM stations 97.9 mc (Ch. 250), 3.3 kw, 430 ft.

WARL-FM Arlington, Va.—Granted license for FM station: 105.1 mc (Ch. 286), 2.9 kw, 270 ft.

WMLL Evansville, Ind.—Granted license to cover CP (as reinstated, covering changes in existing FM station): 94.5 mc (Ch. 233), 50 kw, 230 ft.

Pacifica Foundation, Berkeley, Calif.—Granted CP new FM STL station KMD-98.

Radiophone Bcstg. Station WOPI Inc., Bristol, Tenn.—Granted CP new remote pickup KA-8916

KPFA (FM) Berkeley, Calif.—Granted mod. CP for extension of completion date to 4-21-51.

KSID Sidney, Neb.—Reconsidered and set aside grant of application for approval of ant., trans. and main studio locations.

WGLC Centreville, Miss.—Granted license for AM station 1580 kc 250 w D.

WELP Easley, S. C.—Granted license for AM station 1360 kc 1 kw D.

KBOP Pleasanton, Tex.—Granted license for AM station and specify main studio location; 1380 kc 1 kw D.

KFLD Southwest of Floydada, Tex.—Granted license for AM station 900 kc 250 w, D.

WFRL Freeport, Illinois—Granted authority to reduce hours of operation during May, through August to sign-off at 6:30 p.m. CST.

WKOX Framingham, Mass.—Granted authority to reduce hours of operation during May through September to sign-off at 7 p.m. EDST.

KNEB Scottsbluff, Neb.—Granted license change frequency etc. (960 kc 500 w-N 1 kw-LS DA-2 unl.)

KREW Sunnyside, Wash.—Granted license change frequency etc. (1230 kc 250 w unl.).

KOVC Valley City, N. D.—Granted license install new trans.

WLIN Merrill, Wis.—Granted license covering change frequency, etc. (550 kc 1 kw DA-N unl.), cond.

Colorado Bcstg. Co., Inc., Pueblo, Colorado — Granted license covering changes in existing remote pickup KA-6153.

WHA Madison, Wisconsin—Granted CP install new trans.

Iowa Great Lakes Bcstg. Co., Spencer, Iowa—Granted CP and license for new remote pickup KA-8719.

Mount Mitchell Bcstrs. Inc., Clingman's Peak, N. C.—Granted CP new FM STL station KID-90.

Bakersfield Bcstg. Co., Bakersfield, Calif.—Granted CP new remote pickup KA-8910.

KCHJ Delano, Calif.—Granted mod. CP for extension of completion date to 12-6-51; cond.

WHO-FM Des Moines—Granted license for FM station: 100.3 mc, 400 kw, 690 ft.

WGCH Greenwich, Conn.—Granted license for FM station 95.9 mc (Ch. 240), 380 w, 80 ft.

Puerto Rico Adv. Co., Mayaguez, P. R.—Granted CP replace CP new remote pickup KA-5127 which expired 8-15-50.

Wharton County Bcstg. Co., Area of El Campo, Tex.—Granted CP replace CP new remote pickup KA-7352 which expired 4-1-51.

Radio Sales Corp., Seattle, Wash.—Granted CP new remote pickup KA-8799.

Flagstaff Bcstg. Co., Flagstaff, Ariz.—Granted CP new remote pickup KA-8798.

WLBJ Bowling Green, Ky.—Granted mod. CP for extension of completion date to 9-8-51: cond.

ACTION ON MOTIONS

By Comr. George E. Sterling

WJEL Springfield, Ohio—Granted dismissal without prejudice of application.

KFAB Omaha, Neb.—Granted extension to June 4 to file proposed findings and conclusions in proceeding on application of KXLA Pasadena, Calif. for mod. license and In re Order to Show Cause directed to KXLA.

By Examiner J. D. Bond

Counsel for FCC—Pursuant to suggestions by counsel for Commission, Volume II of transcript of testimony in proceeding on application of KSOK Arkansas City, Kan., was corrected in various respects.

KSOK Arkansas City, Kan.—Granted extension to within 20 days from May 11, to file proposed findings and conclusions on application.

Oakland Bcstg. Co., Pontiac, and Adelaide Lillian Carrell, Flint, Mich.—Granted continuance of hearing from May 14 to date to be fixed by further order in proceeding upon their applications.

By Examiner James D. Cunningham

Central Ohio Bcstg. Co., Galion, Ohio—Granted extension from May 17 to July 5 for filing proposed findings on their application.

By Examiner Leo Resnick

Western Bcstg. Assoc., Modesto, Calif.—Granted continuance of hearing in proceeding on its application and that of West Side Radio, Tracy, Calif., denied request continuance 60 or 90 days; hearing shall be held with respect to so-called engineering issues on May 31 in Washington, D. C., and with respect to remaining issues on June 25, 1951, at Modesto, Calif., and June 27,

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1951 at Tracy, Calif. Order is without prejudice to petition by any party for further continuance, setting forth in detail facts upon which request for a continuance is based.

Western Bcstg. Assoc.—Granted petition requesting Commission accept its late appearance.

By Examiner Basil P. Cooper

WFTC Kinston, N. C.—Granted leave to amend application to specify new trans. site, increase D power to 5 kw; change estimated cost, figures and plan of financing and to slow transfer of 5 sh. of stock.

By Examiner Elizabeth C. Smith

Seneca Radio Corp., Fostoria, Ohio—Granted leave to amend application to show minor changes in officers, directors and stockholders and to report issuance of 315 sh. preferred stock previously reported as subscribed.

May 16 Decisions . . .

BY COMMISSION EN BANC

Petition Denied

WKEY Covington, Va.—Denied petition requesting reconsideration and grant without hearing of application to change trans. location and make changes in ant. and ground system of WKEY, operating on 1340 kc 250 w unl. and scheduled hearing to commence in Washington July 6.

Petition Granted

KCOG Centerville, Iowa, and WGIL Galesburg, Ill.—Granted petition of WGIL, respondent to hearing in re application of KCOG (to increase power from 100 to 250 w, operating unl. on 1400 kc), for enlargement of issues, and Commission, on its own motion ordered that Issue 3 in order of March 14 designating KCOG application for hearing be amended to add thereto "with particular reference to population residing within the 250 mv/m and 500 mv/m blanket contours.

Hearing Designated

WEDR Birmingham, Ala.—Designated for hearing in Washington July 26 application to change facilities from 1220 kc 1 kw D to 1330 kc 500 w-N 1 kw-LS unl., to change studio and trans. locations from Birmingham to Fairfield, Ala., and install DA-N (Comr. Hyde dissented).

Petition Granted

KJAY Topeka, Kan.—Granted petition requesting enlargement of issues in hearing on application to increase N power of KJAY from 1 to 5 kw, operating on 1440 kc, and to make changes in maximum expected operating values of DA pattern, and ordered that order of Feb. 14, designating said application for hearing be amended to include as No. 5 an issue to show present and proposed program service of KJAY; Commission on its own motion further amended said hearing order to include as Issue 6 therein the following: "To determine the type and character of program service rendered by Stations KEIO Pocatello, Ida., and KPRO Riverside, Calif."

Extension Granted

WVBT Bristol Center, N. Y.—Granted extension to Dec. 1 of special exp. authority to operate WVBT by remote control from WVCN DeRuyter, N. Y. Same cond. as those of original grant.

May 16 Applications . . .

ACCEPTED FOR FILING

AM—1450 kc

KSNY Snyder, Tex.—CP change from 1280 kc 500 w D to 1450 kc 250 w unl.

AM—920 kc

WOKY Greenfield Township, Wis.—CP increase power from 1 kw to 5 kw AMENDED to change power to 5 kw-D, 1 kw-N, DA-DN.

License Renewal

Following educational FM stations filed for license renewal:
WNOV St. Paul, Minn.; WAER Syracuse, N. Y.; WGPS Greensboro, N. C.

Modification of CP

Following FM stations filed for extension of completion dates: WTOC-FM Savannah, Ga.; WTBO-FM Cumberland, Md.; WJZ-FM New York; WJSW-FM Altoona, Pa.

APPLICATIONS RETURNED

Gordon County Bcstg. Co., Calhoun, Ga.—RETURNED application for CP new AM station 1490 kc 250 w unl.

WDYK Cumberland, Md.—RETURNED application for assignment of li-

(Continued on page 91)

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Help Wanted

Salesman

Sales manager—5000 watt independent, upper New York state major market. Excellent permanent position if you can produce. Earnings based on sales with modest salary. Car essential. Picture, full experience desired. Box 635J, BROADCASTING.

Progressive western New York fulltime network station has opening for one hard-hitting time salesman. 15% commission, weekly drawing account. Send service record and references to Box 638J, BROADCASTING.

Salesman for 1000 watt Pennsylvania independent. Block of accounts to start. Only station in area. Must be resourceful and able to write good commercial copy. Box 702J, BROADCASTING.

Not satisfied with $100 a week? Okay, here's good salary and percentage opportunity for proven salesman. New England market. Box 730J, BROADCASTING.

Help wanted: Experienced time salesman for net station in Oregon. Must have provable record, with references. Prefer age 26 to 40, no drifters or alcoholics. Position now open. Box 802J, BROADCASTING.

Opportunity for top salesman with proven ability with established station in one of the south's best radio markets. Commission basis provides opportunity up to $1000 per month. Additional long range future. Only established salesman with proven ability and excellent personal and business background will be considered. Send photo, personal and business references actual sales record, etc. Confidential. Box 803J, BROADCASTING.

Southeastern regional network desires full or parttime representation, commission basis, in following cities: New York, Detroit, Chicago. Write full details to Box 806J, BROADCASTING.

Salesman sell and service local accounts. Liberal draw and commission. Long established CBS station. Good opportunity, write details or phone 47175, WENT, Gloversville, N. Y.

WFRL, Freeport, Illinois needs experienced salesman for established local account list presently billing $1500 per month. 15% straight commission. Guarantee $300 per month for three months with good protected prospect list. Up to $50 a month additional in salary available for man who will work some announcing outside of selling hours.

Announcers

Station near Dallas needs announcer with first phone. Write Box 608J, BROADCASTING.

Experienced announcer-copywriter or announcer-salesman. Non-metropolitan network station in Minnesota. $70.00. Box 660J, BROADCASTING.

Disc jockey—midwest regional wants DJ with original ideas who knows records and can promote. Give salary desired, experience, your ideas of a good DJ show. Box 710J, BROADCASTING.

Announcer-salesman western network station in good secondary market, permanent. Send disc and letter with snapshot to Box 737J, BROADCASTING.

Experienced, versatile sports-staff announcer for northeastern Ohio 5,000 watt network affiliate. Send complete information. Draft status. Box 740J, BROADCASTING.

Help wanted: Central Illinois network affiliate needs competent announcer, college background and at least six months experience. Starting salary $55.00. Send details, education and references. Box 744J, BROADCASTING.

Help Wanted (Cont'd)

Immediate opening experienced combination man. Opportunity expanding organization. Better than average pay. Box 749J, BROADCASTING.

Announcer-disc jockey, strong on morning show and capable of usual staff assignments on 1000 watt network station. Better than average wages, talent. Midwest location. Send letter of qualifications, and audition to Box 778J, BROADCASTING.

Good announcer with first phone and ability. Must be sober, reliable. Can pay $80.00 to right party. Box 782J, BROADCASTING.

(There's a home in Wyoming) for a combo announcer-engineer with first class ticket, network affiliate, will consider inexperienced man willing to learn. Send disc, photo and particulars to Box 790J, BROADCASTING.

Immediate opening combination man. Emphasis on announcing. $60.00. Box 791J, BROADCASTING.

Sportscaster-announcer. Reliable 1000 watt midwest station has opening for experienced staff man capable of doing strong sportscasts and handling other sports assignments. Good salary, plus talent. Send platter and photo, state experience and salary expected in first letter. Box 793J, BROADCASTING.

Immediate opening announcer-engineer. $66.00 week. Stress announcing. KDKD, Clinton, Missouri.

Morning man who wakes 'em up-sells 'em. Young, single, good draft status. Upper midwest. Expanding 1 kw CBS station, KILO, Grand Forks, North Dakota.

Announcer. Happy. Aggressive upper midwest newspaper affiliate wants experienced man with authoritative news style. Fine community and adjacent to Ten Thousand Lakes area. Send disc or tape (return guaranteed), photo, resume of experience to Program Director, KNUJ, New Ulm, Minnesota.

Immediate opening announcer-engineer. Emphasis announcing. No drunks, drug addicts, WBAT, Marion, Indiana.

Experienced announcer-engineer wanted. Mail full details. WBIP, Booneville, Mississippi.

Announcer. Some experience, with potentialities for development. Personal interview and audition only. Contact Program Director, WCOJ, Coatesville, Penna.

Experienced staff announcer for CBS affiliate. Prefer southerner. WCOV, Montgomery, Alabama.

Wanted: Announcer-engineer, emphasis on announcing. Experience desired but not necessary. Rush disc, full particulars in 1st letter. WDEC, Americus, Georgia.

Announcer: For 5000 watt ABC station in Tidewater Virginia. Mature, versatile, experienced. Desire interview if possible. If not rush disc with complete background to WGH, Newport News, Va.

Wanted! Versatile announcer capable of programming for 250 watt Mutual outlet. Air mail disc and qualifications to Jimmy Childress, WHCC, Waynesville, N. C.

Announcer-engineer. First or second class license. Wanted immediately. Wire or call WKLK, Cloquet, Minnesota, Carl Winther.

Announcer-copywriter wanted by two network stations in competitive market. Send audition, resume and photo to WMOX, Meridian, Mississippi.

Central Michigan station needs combination announcer-engineer. Good starting salary. Experience desired. WOAP, Owosso, Michigan.

Immediate opening for experienced announcer with first class ticket. $75.00 per week starting salary. Wire or phone, collect, WVSC, Somerset, Pennsylvania.

Help Wanted (Cont'd)

Wanted—Combination man with radio schooling, or six months experience. WWGS, Tifton, Georgia.

Technical

Immediate opening for combo-man with first class ticket, experience not necessary. Good chance for advancement. $225.00 per month to start. Write Box 665J, BROADCASTING.

5 kw Wisconsin station needs licensed engineer for studio and transmitter operation, experience unnecessary. Also studio operator preferably with technical training or taking radio course. Box 673J, BROADCASTING.

Immediate opening for first phone engineer in 50,000 watts Texas station. Car essential. Box 683J, BROADCASTING.

Local Kentucky station needs transmitter operator. Willingness only prime requisite. $50.00 per week. Box 731J, BROADCASTING.

Chief engineer wanted by sound 1 kw Michigan station. Give experience, snapshot and salary expected. Replies confidential. Box 758J, BROADCASTING.

Service and installation engineer wanted by progressive wired music (Muzak) operation in fast growing city. Must be thoroughly experienced in amplifiers, impedance matching for high fidelity music reproduction, studio maintenance etc. Permanent employment amid pleasant working conditions. We want a capable, reliable man not afraid of work, who can grow with us. Give full particulars in first letter. Address Box 768J, BROADCASTING.

Engineer, will train for all phases of small station operation. Hunting-fishing, reasonable living costs. Harold G. Austin, Station KCOL, Ft. Collins, Colo.

Help wanted: Progressive Kansas station needs transmitter engineer to assist in new 5 kw installation with DA. No experience necessary to qualify for excellent position open to a draft exempt engineer. Give salary requirements and full details to Station KGNO, Dodge City, Kansas.

Engineer with announcing capabilities not necessarily experienced, needed immediately by CBS affiliate. Contact Jim Duncan, KSIL, Silver City, N. M.

Need phone first, prefer combo, experience not necessary, network station wants permanent personnel, $50.00 for 42 hour week. Write Ross E. Case, KWAT, Watertown, South Dakota.

Wanted—first class engineer or engineer-announcer. Prefer experienced maintenance man. Reasonable salary. Good living conditions. Reply WBUY, Lexington, N. C.

Have opening for first phone transmitter studio engineer. Start $50.00 for 40 hours with periodical raises. Network station, remotes, maintenance, recording, Collins equipment. No announcing. Write Radio Station WCEM, Cambridge, Maryland with particulars.

Wanted—transmitter operator, no announcing, good pay. Experience not necessary. Contact Chief Engineer, WCNB, Connersville, Indiana.

Chief engineer, June 1st, 250 watt local, excellent working and living conditions, conveniently located, must assume full responsibility of technical department. Write giving salary expected and full particulars. Fred M. Wagner, Radio Station WCNC, Elizabeth City, N. C.

Wanted: Engineer for kilowatt daytime station, experience not necessary. Call, wire or write WDBL, Springfield, Tennessee.

Help Wanted (Cont'd)

First class radio-telephone. Network kilowatt. Excellent working conditions. Dry climate. Resort community. WEEB, Southern Pines, N. C.

Three months vacation relief employment for engineer, first class ticket, possibility of permanent job. Good pay, excellent working conditions. Contact Bill Atkinson, Chief Engineer, WGBA, Columbus, Georgia.

Wanted: Two engineer-announcers. Best conditions and salary, WGTN, Georgetown, S. C.

Wanted: Engineer-announcer, $75.00 per week. WIRB, Enterprise, Alabama.

Opening for two engineers during construction and after operation. First phone necessary. Good pay, good working conditions. Reasonable living costs. Opportunities unlimited. Write full details, salary, photo and disc. WJWL, Georgetown, Delaware.

Wanted—engineer, AM and FM transmitters. Write Tom Phillips, Chief Engineer, Radio Station WKPT, Kingsport, Tennessee.

Immediate opening engineer-announcer, copywriter-announcer and announcer, give past experience first letter, salary open. WMJM, Cordele, Georgia.

Chief engineer experienced in construction and maintenance. Send letter of complete details and photo. Must have automobile. State starting salary. WOHI, East Liverpool, Ohio.

Immediate opening for engineer with first phone license. Starting salary $80 for 40-hour week. Periodic raises, good working conditions. 250 watt net affiliate. Contact Ken Henderson, Chief Engineer, WRNY, Rochester, New York.

Immediate opening, first phone engineer. Starting wage $220.00 a month and other advantages. Pioneer educational station. WSUI-KSUI, Iowa City, Iowa.

Production-Programming, others

Top salary for woman continuity director. Forward disc, photo, particulars. Also have opening for announcer. 678J, BROADCASTING.

Wanted immediately: Experienced copy man, capable of thorough program director job for the near future. Tell all first letter: experience, education, background. Opportunity in growing organization. Box 748J, BROADCASTING.

Wanted: Copywriter-announcer. KCOW, Alliance, Nebraska. Start immediately. Send audition and photo.

Television

Technical

Licensed operators with commercial broadcast experience for video control and film camera positions at midwest television station. Box 677J, BROADCASTING • *TELECASTING.*

TV engineer to start at 5 kw AM station, or micro-wave relay station located in Ohio or Kentucky. Later transfer to TV studio or transmitter. AM experience or TV training required. Write or phone Leroy E. Kilpatrick, WSAZ-TV, Huntington, West Virginia.

Situations Wanted

Managerial

Manager-sales manager, available June First. Strong on sales and promotional sales. Prefer competitive, medium or large market, in south or southwest. No objection to station now operating in red. Box 484J, BROADCASTING.

Can make your station profitable if you need sales manager with extra salesman. Can also do copy and programming or complete responsibility. Prefer station needing build-up to ten thousand monthly billing in south, southeast or Texas. Box 694J, BROADCASTING.

Situations Wanted (Cont'd)

General manager, $25,000 investment. Excellent background, top level sales and management, would desire joining business group who is soon planning application for television station. Should present owners now own AM radio station, would consider manager of station, while application for TV is being processed. Leaving present set-up June 28th and making 10 week tour, would arrange any kind of mutual interview personally. Would consider 250 watt up to 5 kw. Nothing larger. Married, college, family. Box 717J, BROADCASTING.

Experienced advertising sales manager, former engineer first phone license, 28, single, car, seeking station manager-ship or road selling. Box 734J, BROADCASTING.

Fully experienced, starved combo man looking for managers job southwest or middlewest. Presently employed combo man for metropolitan directional. Anything considered. Box 752J, BROADCASTING.

Manager-investor. Thoroughly experienced in sales, commercial programming, all phases station operation. Top station, network, agency radio and television background. Desire opportunity to participate in ownership via earnings plus investment. Box 762J, BROADCASTING.

I brought a 5000 watt net affiliate out of the red, I'll do it with your station. Profit sharing. Can guarantee an efficient, experienced staff. Write Box 767J, BROADCASTING.

Station manager: Young man, three successful years managing present station, experienced administrator, sales, programming and engineering; strong in sales competitive markets. Seeks opportunity larger market. Box 771J, BROADCASTING.

Manager: Sales manager, mature executive qualified by experience, record and reputation to manage largest AM or TV operations. Major network sales executive background. Box 772J, BROADCASTING.

Manager of well known large metropolitan independent station available for similar position in large, highly competitive market. Present employer aware of this advertisement. Box 773J, BROADCASTING.

Fifteen years in radio. Manager three stations. Program director; sports, special events and news. Out of radio one year in allied field. Efficiently manage small station on small payroll. Nothing considered except in deep south, southeast, southwest. Highest trade recommendations. Now employed, available two weeks to a month. Straight salary or salary bonus proposition. Box 779J, BROADCASTING.

Manager, offers ability, stability and dependability; not interested in station which would take less; 13 years with one firm; 5 years in present location, now employed, but seeking better job on long time basis. First rate ability in management, sales, promotion, programming. Can build new station or rejuvenate old one. Box 800J, BROADCASTING.

Station manager. 20 years radio experience. Increased station ratings and gross to prove management ability. Top references and national agency, station and network contacts. Interested management position AM station with TV future. Can invest $35,-000. Available immediately. College graduate, family, prefer middle Atlantic or midwest areas. Box 810J, BROADCASTING.

Salesmen

Attention radio station owners! Is your radio station losing money because of poor sales management? I can positively put it on its feet financially, do not want a salary, will work on an equitable commission. Box 736J, BROADCASTING.

Experienced announcer-writer seeks opportunity sales. Presently program director-newsman. Married veteran. Desire permanent location. Box 754J, BROADCASTING.

Salesman, experience limited but successful. A good announcer for 10 years. Anxious to concentrate on sales. Hold 1st phone license. Box 756J, BROADCASTING.

Representative available on commission basis for radio-television producers. Midwest. Box 805J, BROADCASTING.

Situations Wanted (Cont'd)

Announcers

Sportscaster, 5 years experience, married, family, draft exempt. Employed sports director midwest 5 kw currently dropping sports programming. Air check tapes baseball, football, basketball. Box 577J, BROADCASTING.

Announcer, 25, draft exempt. Three years experience. Excellent on commercial and DJ. Permanent. Telegenic. Box 653J, BROADCASTING.

Experienced announcer, single, veteran, 25. Two years experience all phases. All replies answered promptly. Tape air check available. Box 666J, BROADCASTING.

Special events announcer/deejay (B.B.A.), 24, single, exempt. Year 1 kw network independent. East only. Salary plus talent. Operate RCA, Gates. Desire develop own show. Box 672J, BROADCASTING.

Sports announcer, age 26. Play-by-play football, baseball, basketball. 4 years experience. Married vet, draft exempt. References and disc on request. College, professional athlete. Box 704J, BROADCASTING.

Some experience as announcer, writer and salesman but need more. Will you give me the experience? Mostly quiz and man-on-the-street shows. Single, draft exempt. Prefer midwest and east. Box 709J, BROADCASTING.

Versatile, experienced staffer, specialty news, presently employed midwest 50 kw. Desires comparable position Rocky Mountain area. Mature voice, sound musical background, married, draft exempt, programming experience totaling 6 years, console and turntable operation. Box 713J, BROADCASTING.

Announcer, strong news commercials. Employed. Veteran. Married. 31. Three years experience. Desirous of getting with progressive kw or more. Particularly interested specializing news. Box 719J, BROADCASTING.

Announcer, experienced all phases, college grad., veteran, 23, single, operate control board. Disc and photo. Box 733J, BROADCASTING.

Announcer. Single, 25, vet, will travel, looking for first break. Would like to specialize in personality disc jockey shows. Do general staff work. College background, graduate leading N. Y. radio school. Audition disc, photo on request. Box 739J, BROADCASTING.

Experienced announcer with 1st phone, B. A. in radio speech. DJ and straight announce. Veteran, draft exempt. Box 741J, BROADCASTING.

Need good announcer with not too much experience? I am your man. Two years college. Age 21. Box 743J, BROADCASTING.

Announcer, 3½ years experience, presently employed as staff and remote announcer, N. Y. metropolitan. Operate console, single 26, draft exempt, will travel. Box 746J, BROADCASTING.

Widely reputed comical combination personality. Eight successful years. Top Hooper. Dependable! Excellent, friendly selling voice. Married, exempt, employed. Box 751J, BROADCASTING.

Do you need a good announcer? Three years experience programming, copywriter, board work, remotes, selling and servicing. Number one hillbilly DJ. Strong on ad lib. 22, single, draft exempt. Available June First. Prefer southeast. Box 753J, BROADCASTING.

Hillbilly disc jockey, handle live talent, staff announcer, bass player. Five years experience. Age 28. Employed. Only good deals considered. Box 759J, BROADCASTING.

Announcer, 3½ years experience. College graduate. Control board. Tape or disc. Box 764J, BROADCASTING.

Summer replacement announcer. 3½ years experience. College graduate. Box 765J, BROADCASTING.

Newscaster-editor. Wide experience in radio news as reporter, editor and newscaster. Excellent references and disc available. Box 766J, BROADCASTING.

Situations Wanted (Cont'd)

Announcer, recent Radio City graduate. All aspects radio. Prefer west or southwest. Box 780J, BROADCASTING.

Experienced announcer. College grad, 25, presently employed. Draft exempt. Strong on commercials, news, DJ. Looking for a future. Box 781J, BROADCASTING.

Fine deep voiced announcer, four years experience independents, Mutual, ABC affiliates, large markets, employed, seeking better position, 28, married, references. Box 784J, BROADCASTING.

Conscientious announcer-writer. Degree. Desire job with future in northeast. Presently employed, desire relocate. Offer invaluable experience with 250 w net affiliate. News, sports, console. Family, draft exempt. Box 786J, BROADCASTING.

Announcer currently employed desires relocation. Upper midwest market preferred. Three years commercial experience.Married, draft exempt. Available on two weeks notice. Best references. Box 792J, BROADCASTING.

Keynote-versatility, announcer, single, strong on DJ, news, commercials, some console, will travel, sober, veteran. Box 794J, BROADCASTING.

Announcer, 4 years experience. All-round staff man, intelligent news, strong on DJ. Also write copy, handle board. Currently employed. Box 795J, BROADCASTING.

Announcer, general staff. Strong on commercials, news, DJ. Write copy, operate board. Limited experience on N. Y. indie. Married, 28, vet, draft exempt. Box 798J, BROADCASTING.

Announcer - program director: Four years experience independent and net experience. Draft exempt family man. Sports, DJ, news, hillbilly. Sober, reliable. Usual notice. Will consider either position or both. Able copywriter. Box 799J, BROADCASTING.

I'm leaving a well paying sales-sports post to seek a larger outlet in return to announcing-programming. PD experience. Plenty of production, news savvy. Willing to take staff job if there is advancement for ability. Available June 15. College. Married. Box 804J, BROADCASTING.

Announcer and control board operator. Limited experience. Draft exempt. Married, east coast preferred. Box 809J, BROADCASTING.

Announcer: Girl would like air work in a New England station. One year of college and limited experience. Would also do other work in station. Available June. Box 811J, BROADCASTING.

Sports: Looking for permanent job in midwest area. Experienced all play-by-play. Handled major net sport interviews. Gather and write own copy. Top references. Married. Veteran. Child. Presently employed, now working on engineer ticket. Write Box 812J, BROADCASTING.

Announcer, all-round man. Draft exempt. South only. Box 6, Lake City, Tenn.

Competent, dependable, thoroughly experienced announcer, disc jockey. Draft exempt. Programming experience network, indie. Travel. Please give particulars in your reply. Gregory, 806 So. St. Vrain, El Paso, Texas.

Situations Wanted (Cont'd)

Announcer, writer. Veteran. Not in reserves. Excellent news style, have done editing. Thorough knowledge of jazz and popular music. Have program ideas that are certain pull. Have done radio writing. College background. Address to Bob Barrett, 92 E. 53 Street, Brooklyn 3, N. Y.

Experienced writer and part-time announcer desires announcing job around Pittsburgh area primarily. Write or call Mr. Corretti, 5117 Carnegie Avenue, Pgh. 1, Penna., ST-14570.

Announcer - newscaster - disc jockey. Console experience. Graduate of Broadcasters Network Studios. Married. Disc upon request. Will go anywhere. Raymond Herbert, 2404 Altura Ave., Montrose, Calif.

Combination man, familiar with all phases, married veteran, broadcasting school graduate, resume and disc available as my spokesman. Paul Hamilton, c/o Paul Oglesby, 1318 St. Lawrence Avenue, Bronx, N. Y.

Sportscaster, play-by-play. All sports. Five years experience. Also newscasting and special events. Single, draft exempt. Contact Bob Wilson, 1470 Warner Ave., Chicago 13, Illinois. Phone: Buckingham 1-0515.

Technical

Summer job, vicinity of New York City. College student, first phone, experience transmitter, control room, maintenance. Box 695J, BROADCASTING.

Combo man. 1st phone. 1 year experience in announcing, DJ, newscasting and continuity. Would like a position with progressive station. Box 703J, BROADCASTING.

Engineer, first phone, broadcast studio, microwave and network television experience. Permanent position. Box 735J, BROADCASTING.

Attention! North Carolina. Available soon, qualified engineer with complete background in over-all station operation. A southern tee-totaler-unquestionable references as to ability, character and fitness. Not physically handicapped nor subject to draft. Give full particulars first letter. Box 760J, BROADCASTING.

Chief engineer small or medium station. No combo. Seven years experience, plenty on ball. Draft exempt. Present location Penna., will travel. Box 788J, BROADCASTING.

First phone operator, single, veteran, recent school graduate. Prefer east. Box 796J, BROADCASTING.

Veteran, first phone operators license. Single, amateur radio transmission experience. Draft exempt. Box 797J, BROADCASTING.

First class licensee (Experienced maintenance) prefer northeast, draft exempt. Box 807J, BROADCASTING.

First phone, veteran, married. Am interested in position as transmitter and/or studio technician. Prefer north or northwest, college graduate B. S. Degree. Box 808J, BROADCASTING.

1st phone vet. Ham radio, experience. Box 313, Clifton, N. J.

Engineer six years, first class, veteran 26, without car. Good references. 229 W. Adams, Syracuse 4, N. Y. 2-9498.

(Continued on next page)

STATION WANTED

Station owners, interested in expanding to another market, will consider local as well as power stations, either Network affiliates or Independents. Location immaterial.

Excellent financial ability and references. All replies held in strictest confidence. Interested in direct purchase—no brokers. Indicate price and location. All replies acknowledged promptly with requests for full details if interested.

BOX 775J, BROADCASTING

Situations Wanted (Cont'd)

Licensed engineer-announcer, 28, married, draft free. Year and half indie board and maintenance experience. Employer references. Prefer Ohio, Pennsylvania or West Virginia. Raymond Stanford, Box 381, Bad Axe, Mich. Phone 503.

Production-Programming, others

Copy, publicity, promotion writer, 8 years print experience, anxious enter radio, TV commercial or continuity writing. Announce also. Anywhere, 30. Box 685J, BROADCASTING.

Newsman, now reporting-rewriting for radio wire service. Seeks newsroom spot, no announcing. 27, married, B. A., draft exempt veteran. Box 715J, BROADCASTING.

Presently radio employed young lady, 26, wants to make change to utilize commercial, newsreel and foreign radio experience on progressive radio or television station. Also experienced as traffic and continuity director. Midwest preferred. Box 755J, BROADCASTING.

Experienced professional young woman desires position in television or radio program department, producer-director's assistant, studio work, instructor TV courses, public and industrial relations, program-entertainment planning, recreational-educational phases in music-drama. Location anywhere. Best references. Box 763J, BROADCASTING.

Announcer, well experienced, wants job as program director, coastal Carolinas. Box 770J, BROADCASTING.

News editor, eight solid years of experience running news departments in competitive markets, both metropolitan and small city. Interested in news editor job offering good working conditions, good income and pleasant living conditions. Permanent. Excellent references. Box 774J, BROADCASTING.

Experienced continuity writer with creative ideas, some air work, midwest only, minimum $55. Box 785J, BROADCASTING.

Program director or announcer-entertainer with 12 years experience at leading midwest stations including program director 10 kilowatt network affiliate. Wants opportunity either as staff man on large operation or as program director including air work at smaller station, preferably in midwest or southwest. Write Box 787J, BROADCASTING.

Looking for opening on radio-TV publicity staff. Holding down similar job for theatrical agency, Chicago, college trained, vet, 27. Box 789J, BROADCASTING.

Producer, director. Age 23, veteran, college graduate, A. B. radio. Experience: Producer-director-writer 1000 watt affiliate. Production director college station. Will travel. Jack Markham, Radio Department, Chapel Hill, N. C.

Situations Wanted (Cont'd)

Television

Salesmen

University graduate, sales success, experienced, desires position TV sales. East. Box 745J, BROADCASTING • *TELECASTING.*

Announcers

Employed announcer, 3½ years experience, looking for opening to use TV training. Graduate of Radio City TV school desires job on production staff of TV outlet and fill opening on radio staff if necessary. Operate console, single, 26, draft exempt. Will travel. Box 747J, BROADCASTING • *TELECASTING.*

For Sale

Stations

Texas 250 watt, independent; town 10,000. No competition. Would sell control to aggressive individual to manager. Will take $7,500 cash to handle. Box 732J, BROADCASTING.

Equipment etc.

GE 3 kw FM transmitter and monitor. Box 107J, BROADCASTING.

150 foot Wincharger model 101 tower insulated base complete with guys and A-3 lighting available for immediate shipment, 2 years old. Box 738J, BROADCASTING.

For sale: Two Magnecord PT6-A recording mechanisms, Magnecord PT6-R amplifier, PT6-HT throwover panel, equipment used approximately two years. Interested in purchase used General Electric limiting amplifier or will consider trade. Box 750J, BROADCASTING.

For sale: Gates two studio console about three years old and in excellent condition. Will meet FCC requirements. Five mike channels, two transcription and one remote channel. Best offer takes it. Immediate delivery. Phone or write KGNO, Dodge City, Kansas.

Five RMC transcription arms two LP three standard. $50.00 each or make offer, any or all. Contact Chief Engineer, KIMO, Independence, Missouri.

New uniform cross-section, guyed type vertical radiators. Sold only delivered and erected, complete with foundation. Phone, wire or write, United States Tower Co., 219 Union Trust Bldg., Petersburg, Va., Phone 3347.

Wanted to Buy

Stations

Station manager. 20 years radio experience and proven management ability desires to buy all, controlling or part interest and manage an established station. Top references. Family man, prefers eastern or midwest location. Write Box 636J, BROADCASTING.

Wanted to Buy

Experienced engineer, manager has cash for 250 watt station. Prefer southwest area. Full details first letter. Information treated confidentially. Box 742J, BROADCASTING.

Thoroughly experienced radio and television executive wishes to manage and participate in station ownership through investment plus profits he'll create. Network, station, advertising agency background. Proven time and program sales record. Can organize and manage TV station from application through continuous profitable operation. Box 761J, BROADCASTING.

Want to buy station with market approximately 20,000 in California or Arizona. Write Box 769J, BROADCASTING.

Equipment etc.

Tape recorder—Magnecord, Ampex, Presto. Give price, model, condition and age. Box 618J, BROADCASTING.

Desire to purchase 1000 watt transmitter AM frequency monitor, modulation monitor, limiter amplifier, console, several mikes, several remote amplifiers, mike stand, 4 small guyed towers with A 3 lighting 150 feet or less in height. Box 757J, BROADCASTING.

Help Wanted

Salesmen

LARGE MIDWEST OPERATION WITH BOTH TV AND AM LOOKING FOR SALES MANAGER CAPABLE OF HANDLING SALES FORCE FOR AM. MUST HAVE HAD EXPERIENCE SELLING LARGE UNITS AS OUR HOURLY RATE IS IN EXCESS OF $600.00. EXCELLENT FUTURE FOR RIGHT MAN.
BOX 783J, BROADCASTING

SALES ENGINEERS

Large electronic equipment manufacturer in the East has several desirable openings for Sales Engineers. No traveling. Experience in broadcast transmitters, audio or video equipment essential. Engineering degree desired but equivalent experience may be substituted.

Give full details, including age, education, experience and salary desired.

Box 648J, BROADCASTING

HELP WANTED

Radio Salesman

Top 50 kw network station in America's 3rd market offers excellent opportunity for an experienced radio salesman, preferably in 30's. West Coast. Good agency list to start. Write Box 722J, BROADCASTING.

Television

Salesmen

NETWORK TV ACCOUNT EXECUTIVE

Man, experienced in time sales or space sales. Office located in Chicago. Good salary and bonuses. Please give complete business experience.

BOX 813J
BROADCASTING • *TELECASTING*

Situations Wanted

Salesmen

Man with complete radio background from national to local levels in sales, sales promotion management, station relations, public relations, copyrights, production transcriptions including television, seeks affiliation with substantial organization. Perfect record family-man. Presently employed at $7000.

BOX 801J, BROADCASTING

Production-Programming, others

NEWS EDITOR—NEWSCASTER
Nine years experience in all phases of radio News. 31 years old, married, safe from military. Currently employed at 50 kw in city of 250,000. Minimum salary considered: $6000 annually.
BOX 776J, BROADCASTING

NEWSMAN
Original, personable, authoritative newscasting. Writing, legwork, radio news-sense plus newspaper background. Degree. Family. Will travel to sound News Conscious station. Presently employed. Best references.
BOX 777J, BROADCASTING

For Sale

Equipment etc.

TELEVISION TRANSMITTER

Available for immediate shipment. Built in 1941 by Allen B. DuMont Co. Transmitter was operating on Channel 4 until 1949. Transmitter is capable of operating on Channels 2 to 6 with minimum changes. Power output 4 kw video and 3 kw audio. Reasonable. Contact William Kusack, care of WBKB, 190 N. State St., Chicago 1, Ill. Telephone RAndolph 6-8210.

Available—*for immediate shipment*—new and used Wincharger guyed towers—will sell erected—can supply ground wire. Contact one of the following.

Warren Cozzens, 720 Main St., Evanston, Illinois. Phone: Davis 8-4800.

Henry Geist, 60 East 42nd St., New York 17. Phone: Murray Hill 7-1550.

W. B. Taylor, Signal Mountain, Chattanooga, Chattanooga, Tenn. Phone: 88-3447.

Employment Service

EXECUTIVE PLACEMENT SERVICE
Confidential, nation wide service placing qualified, experienced managers, commercial managers, program directors, chief engineers and disc jockeys. Inquiries invited from employers and applicants.

HOWARD S. FRAZIER
TV & Radio Management Consultants
726 Bond Bldg., Washington 5, D. C.

(Continued on next page)

Major Network Station
$275,000.00

A top network station in number one position for TV in its market. Located in a very attractive midwest city, this station dominates one of the midwest's richest areas. Earnings are large and AM business is better than ever. Attractive financing can be arranged.

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES

BLACKBURN-HAMILTON COMPANY

RADIO STATION AND NEWSPAPER BROKERS

WASHINGTON, D. C.	CHICAGO	SAN FRANCISCO
James W. Blackburn	Harold R. Murphy	Ray V. Hamilton
Washington Bldg.	360 N. Mich. Ave.	235 Montgomery St.
Sterling 4341-2	Randolph 6-4550	Exbrook 2-5672

Retailer Sales

(Continued from page 40)

was close behind the newspaper figure in numbers of customers attracted, and in some of these cases actually produced a higher percentage of total dollar sales because of a high rate of sales conversion."

He did not advocate the substitution of radio for newspaper advertising, but felt it "clear . . . that there are two separate markets in any store's trading area—the radio market and the newspaper market"—and that "the retail advertiser who doesn't use both media is missing his opportunity to thoroughly develop his entire potential market."

Cites ANPA Meet

Mr. Neubert noted that the recent American Newspaper Publishers Assn convention indicated that increased advertising rates and the rationing of newspaper space are "among the gloomy prospects in store for many retailers," with advertising rationing an immediate prospect in many areas.

"Every store that is not now using radio as an active sales promotion aid, that is not now assigned a specific sales production job to radio as one of its advertising tools, should waste no time in getting together with its local radio stations and developing an intelligent year-round radio campaign," he declared.

Mr. Neubert continued:

Through radio, retail stores can reach potential customers they could never reach via newspapers, can bring substantial numbers of new customers into their stores, can increase overall store traffic, and can increase newspaper advertising effectiveness.

And management should not hesitate to demand results. Radio has proved that it can pay its way in sales.

The merchandising and management conference was held at College Park, Md., under the auspices of the U. of Maryland College of Business and Public Administration, the Baltimore Retail Merchants Assn., the Maryland Council of Retail Merchants, and the Washington (D. C.) Merchants and Mfrs. Assn., in cooperation with retail merchants associations and chambers of commerce of 14 other cities.

On All Accounts

(Continued from page 10)

4, and Stephen, 16 months. The family is moving from Detroit to a new home in Bronxville, N. Y., on July 1.

Mr. Jones is a member of The Players Club and is on the board of governors of the U. of Michigan Alumni Assn. and The Recess Club.

His hobbies are music—he still plays the trumpet—and reproducing, or rather recording, music on high frequency records. He commutes to the home office in Detroit about three times a month.

TEST CAMPAIGN
To Determine FM Demand

TEST merchandising campaign to determine the demand for FM sets is being conducted in North Carolina by General Electric Co. at the instigation of distributors, dealers and WFMA (FM) Rocky Mount, headed by Josh Horne, a member of the NARTB FM Committee.

GE has sent 1,000 AM-FM table models into the WFMA area. Over two score GE dealers from 40 counties were dinner guests last month of WFMA. The dealers notified parent company sales officials they were unable to meet the North Carolina demand for FM receivers.

Mr. Horne told the dealers an independent survey by one of WFMA's advertisers showed over 50% of homes in the Rocky Mount area have FM, and over 40% in the WFMA service area.

NEW YORK Father's Day Council promotion piece, which outlines "51 steps toward a bigger Father's Day in '51" includes suggested "Like Father, Like Son" interview series over local radio and TV stations, featuring sons who have followed their fathers occupationally.

Agency Beat

(Continued from page 11)

ing Pepsodent and Lever Brothers, since 1943, to Ted Bates & Co., N. Y., as director of merchandising.

KENNETH W. KEAR, Geyer, Newell & Ganger, N. Y., to N. W. Ayer, same city, as writer in radio-TV department.

STERLING MITCHELL to Price, Robinson & Frank, Chicago, as account executive. He was with LeVally, same city.

RAY A. WASHBURN to Hamilton Agency, Chicago, as vice president and account executive. He was Chicago manager of Calkins & Holden, Carlock, McClinton & Smith.

FRANCIGENE SHERIDAN to Leo Burnett agency, Chicago, as account executive specializing on women's lines of Brown Shoe Co., St. Louis, which include Naturalizer, Air Step, Life Stride and Westport. Miss Sheridan resigned as advertising and sales promotion director J. P. Smith Shoe Co., Chicago. She is a former stylist on women's fashion publications.

DESSA BISSON, assistant in continuity editing WBBM Chicago, to Burnett & Logan agency, same city, as writer.

MARY ANN BURAK, Lynn Baker Inc., N. Y., named assistant to media director. She was formerly with Fuller & Smith & Ross.

ROBERT ANDERSON, account executive Anderson-McConnell Adv., L. A., and **ANNETTE WARREN**, Hollywood radio, TV and film actress, announce their marriage in Cleveland, May 24.

GEORGE M. WOLFE Jr., account executive West-Marquis Inc., L. A., resigned to join Tom Clark of California Inc., same city. He will direct sales, merchandising and related activities in connection with national distribution of firm's specialty food products.

HOWARD CHENEY, manager Los Angeles office Leo Burnett Co. for past three years, to Erwin, Wasey & Co., L. A., as executive vice president in charge of agency West Coast operations.

RICHARD B. COUSINS, Latin American Div. McCann-Erickson, N. Y., to Foote, Cone & Belding, N. Y., International, as account executive.

ZELD GOLDRICH to Ward Wheelock Adv., Phila. She was with publicity department March of Dimes.

MEDICINE ADS
Show Improvement—Mead

ADVERTISING of proprietary medicines has shown considerable improvement since enactment of the Wheeler-Lea amendment in 1938, but some published and broadcast continuities have "blatantly and grossly misrepresented certain drug products."

The appraisal was expressed by Chairman James M. Mead of the Federal Trade Commission in an address May 15 before the Proprietary Assn. of America at the Biltmore Hotel in New York. Comr. Mead spoke on "Drug Advertising and the Defense Program." Citing a 13-point "Code of Truth" adopted by the association in 1944, he noted it represents manufacturers responsible for about 80% by volume of all medicines sold in the U. S. The FTC chairman pointed out that "unethical practices arouse a suspicion in the minds of the public" and said the commission will continue to take action on false advertising through formal complaints and orders or stipulation procedure.

Employment Service (Cont'd)

RADIO PERSONNEL

Wanted: Announcers, disc jockey, engineers, combination engineer-announcers, salesmen, copywriters, boys and girls. Jobs waiting. Good stations. Good pay.

BERT ARNOLD,
Keene Road,
Clearwater, Florida

No registration fee. Write for particulars.

Miscellaneous

THE
PHILOSOPHY of FREEDOM

is a taped weekly quarter-hour voice program attracting sponsors and listeners. It is material craved by young and old. Alert stations will deem this a must. For demonstration tape write, wire or phone *Walter Johnson, Heathsville Virginia.*

AT ALLIED!
RCA RCA-5820
IMAGE ORTHICON

We have the RCA-5820 in stock for *immediate* shipment. Our conditions of sales are identical to those of the manufacturer. Our adjustment policies have saved stations time and money. Look to ALLIED for prompt delivery of the 5820 as well as all other RCA Broadcast-type tubes.

Refer to your ALLIED 212-page Buying Guide for your station equipment and supplies. Get exactly what you want when you want it! Ask to be placed on our "Broadcast Bulletin" mailing list.

ALLIED RADIO
Broadcast Division
833 W. Jackson Blvd., Chicago 7
Call: HAymarket 1-6800

Programs, Promotions

(Continued from page 77)

recently laid off his job, so station began advertising over air for job for him. In short time after announcements were aired the young father had a new job.

SIMPLE BUT EFFECTIVE

WTAG Worcester, Mass., sending trade and advertisers mimeographed promotion on standard sales promotion letterhead. Piece tells recent success story briefly and effectively. It also has stopper headline that catches eye of reader.

BISHOP'S CONSECRATION

WWCO Waterbury broadcast description of ceremonies attendent to consecration of an Episcopal bishop, the Rev. Robert McConnell Hatch. Station reports it was first broadcast of its kind in Connecticut. Station's engineers hid and camouflaged all mikes to avoid detracting from seriousness of services.

LISTENER POLL

WLAW Lawrence conducting survey to find out what type of Saturday afternoon programs to air. *Harmony Lounge*, 2-3:30 p.m., and *Afternoon at the Symphony*, 4:30-5:45, feature four commentators who request listeners to write in with vote for their favorite program and comments on shows. From these, program plans will be mapped.

'WIN A D-J' CONTEST

WITH Baltimore's Buddy Dean conducted contest in which listeners wrote in unusual letters with winner getting Mr. Dean for three hours to do whatever winner desired — without breaking laws. Winner wanted her house cleaned —so disc jockey cleaned it.

STATION EXHIBIT

KEYL (TV) San Antonio displayed model of Transit Tower, where station is located, and closed-circuit television demonstration at 1951 Home Appliance Show held last part of April in Alamo Gym. Fourteen different makes of home TV sets, representing San Antonio distributors, were connected to live camera which viewed crowd so visitors could see themselves on television 14 times at once! KEYL talent performed during exposition.

AGRICULTURAL ACTIVITIES

KXOK St. Louis is proud of Charley Stookey, station farm director, whose program *Town & Country* is heard 5:30-8 a.m. Monday through Saturday. Station reports in promotion piece that in 19 years of commercial farm broadcasting in St. Louis market, he has become farmers' habit. Mr. Stookey not only informs listeners about weather and market reports, it states, but also about river stages and agricultural doings in community.

SANTA FE PROMOTES

KTLA (TV) Los Angeles, *City at Night*, Wed., 10 p.m., sponsored by Santa Fe Railway. Railway and station circulating unique folder giving history of program that started March 7, 1950. Program "is a fascinating camera portrait of Los Angeles—not by day, but as this great metropolis lives and works after the sun goes down," folder reads. Sub-theme is "Travel to Exciting Places with Santa Fe."

ROAD-SIDE ADVERTISING

KYW Philadelphia using 15 new 24-sheet advertising billboards along New Jersey highways to attract New Jersey seashore traffic. Billboards have illustrations and read "It's Radio Time Wherever You Are."

AUCTION SHOW

KGO-TV San Francisco, *Everybody Loves an Auction*, Beltone Hearing Aids, Wed. 10-10:30 p.m. John Egan emcees contest among six guests who bid (with play money) on merchandise prizes. Each guest is limited to $1000 worth of bids on program and after outbidding others winner must correctly answer question before buying merchandise. Failure to answer correctly means loss of money bid without gaining prize.

When It's **BMI** *It's Yours*

Another BMI "Pin Up" Hit—Published by Hollis

IT NEVER HAPPEN' TO ME

On Records: Peggy Lee — Mer. 1513.

BMI

BROADCAST MUSIC INC. 580 FIFTH AVENUE
NEW YORK • CHICAGO • HOLLYWOOD NEW YORK 19, N. Y.

INDEPENDENTS GAINING

WMCA Issues Study of Pulse Figures

INDEPENDENT radio stations in New York are gaining listeners while network stations there are losing them, according to a study by WMCA New York based on figures of Pulse Inc. for January 1951.

Network stations showed an average loss of audience of 32%, while independent stations showed a gain of 10%, the station reported.

Meaning of the study to Norman Boggs, WMCA general manager, was that the "radio industry is *not* the networks, but is the many independent radio stations. So long as the independent stations continue—as shown in these figures—to deliver more listeners for the advertising dollar, then you can be sure that radio is here to stay.

"Our experience at WMCA," Mr. Boggs continued, "is that we are exposing more listeners to the advertisers' message despite television."

In support of his statement, Mr. Boggs released the following table:

* * *

Total Quarter-Hour Ratings—New York Pulse
January—7-11 p.m.—Monday-Friday

	TOTAL INDEPENDENT AUDIENCE			1951 vs 1950	1951 vs 1949	TOTAL NETWORK AUDIENCE			1951 vs 1950	1951 vs 1949
Time	1949	1950	1951			1949	1950	1951		
7:00 pm	14.3	13.0	13.9	+ 7%	— 3%	18.8	15.8	14.1	—11%	—25%
:15	14.4	13.4	13.5	+	— 6%	18.1	15.4	13.4	—13%	—26%
:30	12.6	11.5	13.7	+19%	+ 9%	20.4	19.7	18.9	— 4%	— 7%
:45	11.4	11.2	13.5	+21%	+18%	20.6	18.9	18.2	— 4%	—12%
8:00	11.1	9.8	12.0	+22%	+ 8%	33.3	24.7	20.4	—17%	—39%
:15	11.0	9.8	11.7	+19%	+ 6%	32.6	24.8	20.1	—19%	—38%
:30	10.6	10.0	11.2	+12%	+ 6%	35.2	25.3	21.2	—16%	—40%
:45	9.3	9.6	10.6	+10%	+14%	34.7	25.0	20.9	—16%	—40%
9.00	9.1	8.6	10.3	+20%	+11%	39.1	28.2	21.8	—23%	—44%
:15	9.5	9.4	10.1	+ 7%	+ 6%	37.9	28.2	21.3	—24%	—44%
:30	10.3	9.7	10.6	+ 9%	+ 3%	35.5	27.3	20.6	—25%	—42%
:45	10.2	9.4	10.2	+ 9%	Even	35.3	26.8	20.8	—22%	—41%
10.00	9.8	9.2	10.7	+16%	+ 9%	28.1	19.2	18.5	— 4%	—34%
:15	9.4	8.9	10.5	+18%	+12%	26.6	18.8	16.8	—11%	—37%
:30	9.5	9.3	10.8	+16%	+14%	18.3	13.4	12.5	— 7%	—32%
:45	7.7	8.3	9.6	+16%	+25%	16.9	12.6	11.6	— 8%	—31%

FARM TOUR

WOW's Annual Trip Set

FOURTH Annual WOW Farm Study Tour, sponsored by WOW Omaha, has been scheduled for mid-September, Mal Hansen, WOW farm director, has announced.

The tour, limited to WOW farmer listeners, will study plants, farms and agriculture schools in areas near Detroit, Toronto, Quebec, Boston, New York, Akron, Washington, D. C., and Chicago.

Limited to 200 farmers and wives, the tour will be made via special train. A week before the first public announcement, 26 farm couples had paid a $50 deposit, Mr. Hansen disclosed. Bill Wiseman, WOW promotion manager, estimates the tour expenses will cost about $500 per person.

Advertising Register

A SIZEABLE increase in the number of active advertisers was noted in the 36th annual edition of the *Standard Advertising Register*, now in the hands of subscribers. R. W. Ferrel, president, said that these increased listings reflect the healthy state of advertising in general. He also pointed out that greater attention has been given to complete indexing in the new volume.

Philco Report

SALES of Philco Corp. in the first three months of 1951 totaled $113,524,000 and set a new record for any quarter in the company's history, it was announced by William Balderston, president. In the first quarter a year ago, sales were $79,487,000. Net income after federal income and excess profits taxes in the first quarter of 1951 totaled $4,354,000 or, after preferred dividends, $1.21 per share of common stock on each of the 3,525,372 shares outstanding on March 31, 1951. In the corresponding period last year, net income was $4,074,000 or $1.13 per share on the same number of shares.

WEBSTER-Chicago sales increased 72% in 1950, company reports. Increase was attributed by President R. F. Blash to production of 33% of all magnetic recorders in the country and "successful promotion" of three-speed record changers for replacement of obsolete units.

A CHAS. MICHELSON HIT!

"ADVENTURES OF *Dick Cole*"

30 MIN. TRANSCRIBED KIDDIE SHOWS

For particulars

CHARLES MICHELSON, Inc.
15 WEST 47th ST., NEW YORK 19

FCC roundup

New Grants, Transfers, Changes, Applications

Box Score

SUMMARY THROUGH MAY 17

Summary of Authorizations, Stations on the Air, Applications

Class	On Air	Licensed	CPs	Cond'l Grants	Appls. Pending	In Hearing
AM Stations	2270	2239	136		269	142
FM Stations	651	528	140	1*	8	4
TV Stations	107	74	35		404	171

* On the air.

Docket Actions . . .

INITIAL DECISION

Fort Myers, Fla.—Robert Hecksher. Initial decision by Examiner J. D. Bond to grant new AM station, 1400 kc 250 w fulltime. See story this issue. Initial decision May 17.

OPINIONS AND ORDERS

WMIE Miami, Fla.—Commission announced order staying effectiveness of initial decision released March 14 recommending grant of assignment of permit from Lincoln Operating Co. as trustee for Sun Coast Bcstg. Corp. to Sun Coast itself, pending further review by Commission. Order May 17.

WJMR and WNOE New Orleans—By memorandum opinion and order denied petition of WJMR to be made party to hearing on application of WNOE for change in facilities from 1060 kc to 990 kc, increase power etc. WJMR contended resulting beat frequency would cause interference. Order May 16.

KYA San Francisco and KVSM San Mateo, Calif.—Adopted order amending order of Jan. 9, 1947, designating KVSM for hearing, to show deletion of Issue No. 1 pertaining to technical, financial and other qualifications of applicants, and Issue No. 3, pertaining to program proposals of applicants KYA seeks change from 1260 kc 1 kw-D 5 kw-D unl. to 1060 kc 50 kw unl. DA; KVSM seeks change from 1050 kc 250 w D to 1260 kc 1 kw-N 5 kw-D unl.).

WJLD Bessemer, Ala.—By memorandum opinion and order (1) denied petition for waiver Sec. 1.364 of rules prohibiting multiple applications; (2) directed WJLD to make selection for prosecution between its applications for CP new station at Birmingham on 850 kc, now pending in hearing status, and (b) application for CP change transmitter and studio site of WJLD from Bessemer to Homewood, Ala.; (3) ordered WJLD to notify FCC within 10 days from date of release of memorandum opinion and order as to which application it wishes to prosecute and which it wishes not to prosecute; (4) that, in absence of such notification, said application to change WJLD location will be dismissed. Comr. Rosel H. Hyde dissented. Order May 16.

Non-Docket Actions . . .

AM GRANTS

Farmington, N. M.—Valley Bcstg. Co. Granted new AM station 1240 kc 250 w fulltime; estimated cost $10,400. Principals: Marcin E. Bowles, chief engineer KERB Kermit, Tex.; Louella M. Bowles, apartment house owner-manager, Fort Worth. Granted May 16.

KGEZ Kalispell, Mont.—Granted change from 1340 kc 250 w fulltime to 990 kc 1 kw fulltime, directional day and night. Granted May 16.

WLBE Eustis, Fla.—Granted change of main studio from Eustis to Leesburg, Fla. (790 kc 1 kw fulltime directional). Comr. Paul A. Walker dissented. Granted May 16.

FM GRANTS

FCC amended allocation table for Class B FM stations by deleting Channel 229 from Idaho Falls, Ida., and adding it to Rexburg, Ida., and deleting Channel 225 from Jacksonville, N. C., and adding it to Dillon, S. C., effective June 25.

Wadesboro, N. C.—R. P. Lyon & Son. Granted new Class A FM station, Channel 240 (95.9 mc), 285 w, 440 ft. ant. Grantee is identified with ownership WADE there. Granted May 16.

Orlando, Fla.—Central Florida Bcstg. Co. Granted new Class B FM station, Channel 262 (100.3 mc), 18.5 kw, 300 ft. ant. Grantee is licensee WORZ there. Granted May 16.

Following FM stations were granted changes indicated on May 16.

WAFM (FM) Birmingham, Ala.—To change ERP from 515 kw to 53 kw, ant. from 840 ft. to 820 ft.

WJBY-FM Gadsden, Ala.—To change ERP from 1.5 kw to 2.45 kw, ant. from 500 ft. to 78 ft.

WMRC-FM Greenville, S. C.—To change ERP from 79 kw to 3.9 kw, ant. from 1,173 ft. to 270 ft.; condition.

KOMA-FM Oklahoma City—To change from Channel 290 (105.9 mc) to Channel 234 (94.7 mc), ERP from 3.3 kw to 57 kw, ant. from 300 ft. to 900 ft.

WGST-FM Atlanta—To change ERP from 345 kw to 68 kw.

WLAV-FM Grand Rapids, Mich.—To change ERP from 50 kw to 1.75 kw, ant. from 450 ft. to 210 ft.

TRANSFER GRANTS

KMNS San Luis Obispo, Calif.—Granted assignment of license from Pacific Bcstg. Co. to San Luis Bcstg. Co., co-partnership of J. R. Rider and M. R. Buck for $20,000 plus. Mr. Rider is West Coast representative of SESAC Inc.; Mr. Buck formerly was with AFRS. Granted May 17.

WNAW North Adams, Mass.—Granted assignment of license from Neal W. Welch to Courtlandt Nicoll for $15,000. Mr. Nicoll is counsel for Vendex Corp., New York (Snow Crop orange juice distributor), and Greene County Printing Co., Coxsackie, N. Y. Granted May 17.

KDAN Oroville, Calif.—Granted assignment of license from Oroville Mercury Co. to J. Stevenson tr/as Oroville Bcstrs., assignee agreeing to lease for six months after grant, with option to buy technical equipment for $10,202. Granted May 17.

KOSA Odessa, Tex.—Granted assignment of license from Southwestern Bcstg. Corp. to Odessa Bcstg. Co. for $103,150. Principals in Odessa Bcstg. include Cecil L. Trigg, manager and former 10% owner of KOSA under Southwestern, 80% interest; Wilbur B. Stowe and Brooks L. Harman, attorneys, each 10% interest. Granted May 17.

WJAY Mullins, S. C.—Granted acquisition of control of licensee, Mullins & Marion Bcstg. Co., by W. G. Smith and Dr. Maxcy C. Harrelson through purchase of 50% interest for $17,223 from W. H. Daniels Jr. and W. L. Harrelson. Mr. Smith, one-third owner, buys 83⅓ sh. from Mr. Daniels and Dr. Harrelson buys 41 sh. from his brother, W. L. Harrelson. Granted May 17.

WHSY Hattiesburg, Miss.—Granted transfer of control of Hub City Bcstg. Co., licensee, through sale of 66⅔% interest for $30,000 by Vernon J. Cheek, Thomas R. Donavan and Dewey H. Lane to Mrs. Connie I. Holt and D. A. Matison Jr. Mrs. Holt, who acquires 16⅔% interest, is wife of Charles Holt, one-third owner of station. Mr. Matison, who acquires 50% interest, is 25% owner WAML Laurel, Miss. Granted May 17.

WSVS-AM-FM Crewe, Va.—Granted transfer of control of Southern Virginia Bcstg. Corp., licensee, through sale of 51.1% interest for $20,440 by Maxey E. Stone, J. Barrye Wall, W. J. Snyder and W. W. Borum to C. S. Willis and eight other present stockholders. Granted May 17.

KRUN Ballinger, Tex.—Granted assignment of license from Runnels County Bcstg. Co. to new corporation of same name. Also granted transfer of 100% control for $24,000 from R. E. Bruce and five others to M. D. Kennemer Jr., Mary Fleming Kennemer and Donald Talmadge Phillips. Granted May 17.

New Applications . . .

AM APPLICATIONS

Atlantic City—Press Union Pub. Co. 1490 kc, 250 w fulltime (seeks facilities assigned to former WBAB there). Filed May 11.

Atlantic City—Garden State Bcstg. Co. 1490 kc, 250 w fulltime (seeks facilities assigned to former WBAB there). Estimated cost $10,130; first year operating cost $52,000; first year revenue $60,000. Co-owners: Herbert Michels, WNEW New York engineers; John J. Farina Jr., NBC New York TV facilities supervisor; Albert Spiro, WNEW engineer. Filed May 15.

Winder, Ga.—Winder-Monroe Bcstg. Co. 1300 kc, 1 kw daytime. Estimated cost $20,915; first year operating cost $36,000; first year revenue $48,000. Principals (each 12.5% owner) include: President E. D. Stevens, 50% owner WDWD Dawson, Ga., 45% owner WGRA Cairo, Ga., 25% owner WFPM Ft. Valley, Ga., and 13.75% owner Radio Tuskegee Inc., applicant at Tuskegee, Ala.; Secretary Ed. J. Young, 1⅔% WGRA, 16⅔% WFPM and 13.75% Radio Tuskegee; Vice President Wm. C. Woodall Jr., 50% WDWD, 33⅓% WGRA, 25% WFPM and 13.75% Radio Tuskegee; Treasurer Wyman E. Morris, 13.75% Radio Tuskegee; Matthew E. Williams, 16⅔% WGRA and WFPM, 13.75% Radio Tuskegee; R. Geise Dozier Jr., 3⅓% WGRA, 16⅔% WFPM and 13.75% Radio Tuskegee; C. M. Cruickshank, 13.75% Radio Tuskegee; C. H. Grider, 50% owner Highway Map Pub. Co., Columbus, Ga. Filed May 11.

Bishop, Calif. — Dr. Harry Morgan d/b as Inyo Bcstg. Co. 1230 kc, 250 w fulltime. Estimated cost $14,915; first year operating cost $24,000; first year revenue $30,000. Dr. Morgan is 65% owner KSBW Salinas and 42.5% owner KSTN Stockton, Calif. Filed May 17.

Kings Mountain, N. C.—Vernon T. Fox, Marshall T. Pack and Auburn C. Hayes tr/as Kings Mountain Radiocasting Co. 1220 kc, 500 w daytime. Estimated cost $14,275; first year operating cost $24,000; first year revenue $36,000. Mr. Fox is program director of WEAB Greer, S. C.; Mr. Pack manager WFVG Fuquay Springs, N. C.; Mr. Hayes advertising manager WFVG. Filed May 17.

Woonsocket, R. I.—Woonsocket Bcstg. Co. 820 kc, 1 kw day. Estimated cost $12,305; first year operating cost $21,271; first year revenue $25,000. Principals: Raymond A. Mailloux, manager J. C. Mailloux & Sons Co., furniture store, general manager and 47.5% owner; Jack C. Salera, WWON Woonsocket announcer, program director and 47.5% owner; and Roger A. Nault, law student, executive secretary and 5% owner. Filed May 15.

Gladstone, Mich.—M & M Bcstg. Co. 1490 kc, 250 w fulltime. Estimated cost $15,210; first year operating cost $36,000; first year revenue $44,500. Applicant is licensee WMAM Marinette, Wis., and affiliated in ownership with WBEV Beaver Dam, Wis. Filed May 15.

TRANSFER REQUESTS

KMON Great Falls, Mont.—Involuntary transfer of stock owned by O. S. Warden, deceased, to Alexander Warden, R. D. Warden and Eleanor C. Warden, executors of estate. Filed May 11.

WSCR Scranton, Pa. — Transfer of control of Lackawanna Valley Bcstg. Co., licensee, through sale of holdings of 17 present stockholders for $150,000 to David M. Baltimore, general manager WBRE Wilkes-Barre, Pa. Filed May 11.

WJER Dover, Ohio—Assignment of license from Agnes Jane Reeves Greer to Dover Bcstg. Co., new corporation owned by Mrs. Greer. Filed May 11.

WEBR Buffalo, N. Y.—Involuntary transfer of control of Buffalo Courier-Express Inc. (parent firm of WEBR) from William J. Conners Jr., deceased, 51% owner, to William J. Conners III, Rita C. Leopold, Sally Ann Conners and Marine Trust Co. of Buffalo, executors of estate. Filed May 16.

KSTV Stephenville, Tex. — Assignment of license from John Blake, individually and as administrator of estate of Pauline Buckner Blake, for $17,500 to Galen O. Gilbert (66⅔%), manager of KGER Long Beach, Calif., and his father-in-law, J. R. Kincaid, 33⅓%), hardware dealer at Decatur, Ark. Filed May 16.

KEYY Pocatello, Ida.—Transfer of control from Calvin L. Hale and seven others to Clayton S. Hale (40%), Clara Q. Hale (10%), Arden D. Hale (40%) and Rachel D. Hale (10%) for assumption of liabilities totaling about $37,000. Clayton Hale and Arden Hale now own 10% interest each in station. Filed May 11.

Deletions . . .

TOTAL deletions to date since Jan. 1: AM 16, FM 39; TV 0. New deletions, effective dates and reasons follow:

WSJB St. Thomas, Virgin Islands—John W. Boler. May 16. FCC denied request for 60-day extension of time in which to apply for modification of CP to specify transmitter site and antenna system with relation to CP granted Dec. 14, 1949 (1090 kc. 250 w fulltime.)

WRFD-FM Worthington, Ohio—Peoples Bcstg. Co. CP. May 8. No reason.

FCC Actions

(Continued from page 85)

Applications Cont,:

Lease from Richard Aubrey Raese to The Western Maryland Bcstg. Co.

WCOR Lebanon, Tenn.—RETURNED application for acquisition of control by Warren G. Gilpin through purchase of 22 sh. from Roy E. Wood.

May 17 Decisions . . .

BY COMMISSION EN BANC

Designated for Hearing

KCIJ Shreveport, La.—Designated for consolidated hearing in Washington July 23 application for license to cover CP new station (980 kc 5 kw D) and application to assign CP to Frequency Bcstg. System Inc.

KTHS Hot Springs, Ark.; WNOE New Orleans; KGRH Fayetteville, Ark. —Designated for consolidated hearing in Washington June 25 following applications: Bid of KTHS to change from 1090 kc 10 kw-D 1 kw-N unl. to 1090 kc 50 kw unl. DA-N, move to Little Rock and for license renewal; request of WNOE to change from 1060 kc 50 kw-D 5 kw-N unl. DA-DN to 1090 kc 50 kw-D 25 kw-N unl. DA-DN; application of KGRH to change from 1450 kc 250 w unl. to 1090 kc 50 kw unl. DA-N.

License Renewal

KQ2XBB The Radio Electronic Television School, Detroit—Granted license renewal exp. TV station for period ending 4-1-52.

KM2XAZ Pacific Video-Pioneers, Long Beach, Calif.—Same.

THE BEST COSTS LESS

➔ *See Centerspread This Issue* ➔

•

ON THE AIR EVERYWHERE 24 HOURS A DAY

L. B. Wilson

WCKY

CINCINNATI

50,000 WATTS OF SELLING POWER

Richards' Case

(Continued from page 27)

relating to newscasts of KMPC between July 1942 and 1947.

Mr. Cottone's proposed findings included this point and held that Mr. Richards was guilty of "deliberate deceit" in permitting his counsel to claim ignorance of the existence of Radio Reports Inc., a commercial monitoring organization. Richards' counsel had alleged that the Commission "concealed, suppressed and destroyed evidence" once available through Radio Reports. The brief contradicted the Richards' allegation about this firm, contending persons within the stations, Mr. Richards and his counsel, and a publicity organization for the stations had previously known of Radio Reports' existence.

Mr. Cottone defended charges against its witnesses as well as the accusation that the FCC was determined to "persecute" Mr. Richards because of his "anti-Communistic and Anti-Administration" views.

He argued that Sec. 309 and Sec. 307 (d), which require service in the public interest, made it the duty of the Commission to conduct such a proceeding as this. The brief also recognized that the Communications Act's Sec. 326 provides that there be no censorship over communications.

Concluding, the FCC observed that a broadcaster who shows a disposition to "stack" programming is no less guilty of "deception to the public" than one who disseminates untruths. The Commission cannot rely on either Mr. Richards or the applicants to be "candid and honest" in future dealings with the FCC, it was charged by Mr. Cottone, who then reiterated that the renewal applications should be denied.

OVERSEAS AWARDS

Club Honors Murrow, Smith

EDWARD R. MURROW, CBS commentator, and Howard K. Smith, CBS London correspondent, were honored at the twelfth annual awards dinner of the Overseas Press Club of America in New York May 16. Mr. Murrow received the award for "best radio and television interpretation of foreign news," and Mr. Smith, whose award was accepted in his absence from this country by Hubbell Robinson, CBS vice president, for the "best consistent radio and television reporting from abroad."

Speakers in a discussion of "The Press Looks at U. S. Foreign Policy" included H. V. Kaltenborn, NBC commentator, and Barry Bingham, Editor, *Louisville Times* and *Courier-Journal* (WHAS-AM-TV Louisville). Mr. Murrow acted as moderator.

Marguerite Higgins, of *The New York Herald Tribune*, received the $500 George Polk Memorial Award.

WGAR LICENSE FIGHT

Cleveland Newspapers Defend Station

CLEVELAND newspapers were quick to defend that city's WGAR, following issuance of the FCC General Counsel's proposed findings in which it was urged that license renewal be denied WGAR as well as the other two stations of G. A. (Dick) Richards (see story, page 27).

The *Cleveland Plain Dealer* was particularly outspoken, saying that it felt "confident there is no justification for charges [that it has not served the public interest] against WGAR in Cleveland." The editorial concluded: "The FCC should reject the recommendation of its chief counsel, and then fire him."

The *Cleveland News* saw a "free speech issue" and urged the station to take the matter into court under the fundamental guarantee that "Congress shall make no law abridging the freedom of speech, or of the press."

The *News* editorial, which was published May 16, said in part:

We read that WGAR, Cleveland radio station, is threatened with loss of its federal license, in the form of a recommendation from the all-powerful FCC's counsel to that board that the license not be renewed, along with those of two other stations largely owned by G. A. Richards, of Los Angeles.

After many weeks' testimony, the general counsel reports that the Richards Los Angeles station did not make itself sufficiently bi-partisan in the heated 1948 presidential campaign, but favored the Republican cause.

So far as we can learn, there is no similar complaint about WGAR in Cleveland. . . .

It seems to us there is a free speech issue in the FCC—if it were to adopt the recommendations of its counsel—denying air wave free speech to any station because its owner was on the defense for alleged actions somewhere else. . . .

Since WGAR is part of the fabric of citizenship which has a contract with the government, we urge to go into court, whenever that becomes necessary, to determine whether that part of the contract has been made completely valid (to WGAR) which says: "Congress shall make no law abridging the freedom of speech, or of the press."

The *Plain Dealer* editorial, published May 17, said, in part:

As an example of high-handed federal bureaucracy, we call attention to the recommendation of the chief counsel of the FCC. . . .

We do not profess to know what alleged offenses have been committed by KMPC in Los Angeles or WJR in Detroit, but we are confident there is no justification for charges of this kind against WGAR. . . .

According to the chief counsel's report, the major crime of which the radio stations' owner is accused is a personal dislike of the Roosevelt New Deal and those connected with it. As examples of discrimination he cited a broadcast made by Frederick C. Crawford, of Cleveland, president of Thompson Products, discussing free enterprise, and one by Sen. John W. Bricker, of Ohio, assailing socialized medicine.

The very fact that these broadcasts were cited to justify the recommendation . . . reveals the real bias in the case. The chief counsel for the FCC evidently believes that it is a high crime and misdemeanor for anyone to praise the free enterprise system or to denounce the socialistic proposals of the New Deal. . . .

The FCC should reject the recommendation of its chief counsel, and then fire him.

SERVICE RECORD

Cited by John Patt

JOHN A. PATT, general manager of WJR Detroit, WGAR Cleveland and KMPC Los Angeles, last Thursday emphasized the public service record of the three stations under the ownership of G. A. (Dick) Richards.

Mr. Patt, 25-year veteran of radio, issued his statement in the wake of the FCC general counsel's proposed findings that advocated denial of license renewal to all three outlets (see story page 27).

The many years and instances of public service of the Richards' station were cited by Mr. Patt, who also pointed out: "We've never denied the facilities of our stations to any recognized spokesman of any accredited pubic service group or political party."

"The final decision as to whether WJR, WGAR and KMPC should continue to operate rests, as it properly should, with the people, the institutions and the organizations of our three communities who have known our operations for many years."

License Renewals

(Continued from page 27)

(18) N. J., N. Y. June 1, 1954.

Delete paragraph (b).

Redesignate paragraph (c) as paragraph (b).

6. Amend Sec. 3.218 as follows:

Delete paragraph (a) and substitute the following:

(a) All FM broadcast station licenses will be issued for a normal license period of three years. Licenses will be issued to expire at the hour of 3 a.m. EST in accordance with the following schedule and at three-year intervals thereafter.*[1] on page 27.

(Same as AM schedule.)

Delete paragraph (b).

6. Amend Sec. 3.618 as follows:

Delete Sec 3.618 and substitute the following:

Sec. 3.618—All television broadcast station licenses will be issued for a normal license period of one year. Licenses will be issued to expire at the hour of 3 a.m. EST in accordance with the following schedule and at one year intervals therafter.2*

(1) Del., Pa., Tenn., Ky., Ind., and Tex., August 1951.

(2) Md., D. C., Va., W. Va., Ohio, Mich., Wyo., Nev., Ariz., Utah, N. Mex., and Idaho, October 1951.

(3) N. C., S. C., Ill., Wis., and Calif., December 1951.

(4) Fla, Puerto Rico, Virgin Islands, Iowa, Mo., Wash., Ore., Alaska and Hawaii, February 1952.

(5) Ala. Ga., Minn., N. D., S. D., Mont., Colo., Conn., Maine, Mass., N. H., R. I., and Vt., April 1952.

(6) Ark., La., Miss., Kan., Okla., Neb., N. J., and N. Y., June 1952.

2* Renewals of licenses will be granted for the period specified in the rule; *Provided, However*, that if as a result of the transition from the present schedule to the proposed schedule the period for which a license is renewed is four months or less the licensee may within 30 days of the expiration date of such renewed license file, in lieu of renewal application (FCC Form 303), a written application under oath for the next renewal of license which shall consist of (1) a request that its license be renewed and (2) a statement that no substantial changes have been made in its operations or in its plans for future operations since its last renewal application; or if changes have been made or proposed a statement specifying such changes. Upon review of such statement the Commission may grant a renewal of license for the full period provided for in the rule; or if the Commission requires additional information it may require the filing of renewal application (FCC Form 303).

NEWSPRINT

Stop Cost Rise—Johnson

NEWSPRINT supply and costs were discussed last week by Price Stabilizer Michael V. DiSalle and Sen. Ed C. Johnson (D-Col.), chairman, Senate Interstate Commerce Committee, in an exchange of letters.

Sen. Johnson asked Mr. DiSalle to take action to stop "the new price gouge" upon being informed on "good authority" that newsprint manufacturers were preparing to announce an increase in price of about $9 a ton.

Sen. Johnson was informed by Mr. DiSalle that R. M. Fowler, director of Canada's Defense Production Authority, advised the pricing office that the "rumored $9 increase in the price of newsprint was no more than a rumor." He said Mr. Fowler had assured him that the price agency would be notified of any impending increase and that the Canadian defense unit would take action if necessary. Mr. Fowler had added, however, that there had been "considerable grumbling" about present newsprint prices, Mr. DiSalle said.

Sen. Johnson told BROADCASTING • TELECASTING that he does not contemplate further action.

At the same time, the National Production Authority told representatives of the magazine industry last week that no allocation program appears to be necessary for the magazine industry. However, NPA suggested the industry itself develop a conservation program to reduce waste and thus provide a "margin of safety."

Also disclosed by NPA: The printing industry is being given "high consideration" of critically short metals needed because of its importance to defense and essential civilian programs; no inventory limits on paper is contemplated; loss of Swedish pulp would not hurt production of American mills and a reserve pulp program is being prepared.

NATIONAL
NIELSEN RATINGS TOP RADIO PROGRAMS
(Total U. S. Area, Including Small-Town, Farm and Urban Homes—and including Telephone and Non-Telephone Homes)
EXTRA-WEEK APRIL 8-14, 1951
EVENING, ONCE-A-WEEK

Current Rank	Program	Current Rating % Homes
1	Lux Radio Theatre (CBS)	14.7
2	Jack Benny Show (CBS)	13.7
3	Godfrey's Talent Scouts (CBS)	13.4
4	Charlie McCarthy Show (CBS)	12.2
5	Amos 'n' Andy (CBS)	12.1
6	Mr. Chameleon (CBS)	12.1
7	Red Skelton (CBS)	12.1
8	Life with Luigi (CBS)	12.1
9	Mystery Theatre (CBS)	11.9
10	Father Knows Best (NBC)	11.4

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Meeker Expands

THREE-WAY expansion of Robert Meeker Assoc. Inc., New York, was announced last week. The radio and TV station representative firm has moved to larger quarters at the same address, 521 Fifth Ave. Ben Conway and Mary Ann Meany have joined the staff. KFSB Joplin, Mo., and KOKX Keokuk, Iowa, have been added to its client list.

ABC Sale Dead?

(Continued from page 25)

before the discussions were terminated.

In his statement on the past few weeks' negotiations, issued Wednesday, Mr. Noble said CBS Board Chairman William S. Paley approached him "about three weeks ago."

In the ensuing discussions, he said, "a merger of ABC and CBS, designed to create the strongest radio and television networks yet to be conceived, was suggested." FCC's duopoly rules caused an expansion of these to include "various other parties, who expressed desire to own radio and television facilities that could not legally be absorbed into a combined ABC-CBS company," Mr. Noble reported. He did not identify the "various other parties."

This plan, he said, was rejected by himself and associates when "it soon became apparent that (it) would weaken the remaining ABC radio and television networks," though the offer "was very attractive, both financially, and otherwise."

Cites Expansion

"We felt that the plan was unfair to ABC advertisers, ABC affiliates, and our organization who had built ABC in eight years from a small radio network of 116 stations, doing $12 million of business, to a radio network of 290 stations and a television network of over 60 stations, doing an annual business of about $65 million," Mr. Noble asserted.

Mr. Noble said he was then offered—"by an interested party other than CBS"—$15 a share for its own approximately 57% interest in ABC. This would have yielded him an estimated $13.5 million, compared with his initial payment of $8 million for ABC. He rejected it, Mr. Noble said, "because I would not accept an offer not available to all stockholders and because, as I have said, I have no interest in a 'sell-out' which would take me away from the development of television and radio."

Next United Paramount proposed a merger with ABC, in which ABC stockholders would receive United Paramount preferred stock and warrants for shares of United Paramount common stock. This was turned down "because we are interested only in a real partnership whereby ABC stockholders would share more fully in the growth of radio and television through ownership of greater amounts of equity securities and through exercise of more proportionate voting representation."

Mr. Noble concluded:

"My associates and I have been complimented by the recognition given the value of ABC by our competitors and by others who have studied the operation of our company.

"We will continue to operate ABC radio and ABC television and are convinced that we will continue our growth and progress and better serve the public in both fields. We have but one objective —the improvement of the position of the ABC, its personnel, stockholders, affiliates and advertisers."

At the outset of his statement Mr. Noble said that he would not be inattentive to further offers, if he considered them good enough.

"Over the past two years," he said, "I have frequently stated that, as a representative of our stockholders, affiliates and advertisers, I would always listen to proposals that would strengthen and improve ABC and better equip our networks to service the public.

"This statement remains true today."

Football Revolt?

(Continued from page 34)

ed small colleges only slightly. Admissions have dropped only 15% from the peak enrollment year, 1948, he said, but there is no change in the number of paid admissions per student.

The 1950 decline per game in the Philadelphia area was felt mainly by the four large colleges—Pennsylvania, Princeton, Temple and Villa Nova—where male student enrollment was down 8.6%, Mr. Jordan said. Attendance was off 15%, due partly to loss in students, partly to bad weather and partly to new TV set owners. This fall more than half the set owners will be out of the novelty period in the area, he said.

"U. of Pennsylvania is now in a position to cash in on the long-range promotion potential of television," Mr. Jordan said. "They want to televise, as you know. But an arbitrary decision, based on other people's fears, threatens to prevent them, and other similar colleges, from ever learning how valuable television can be.

NCAA Plan Hit

"The proposed NCAA plan cannot provide an answer. It limits live, public telecasting in an area like this to a few big colleges which can get on a network. An individual college can televise only one home game on this network.

"There is no provision whatever to study the promotional effect of television on the individual college in its own community after the TV novelty has worn off. This plan may benefit a few big, nationally-known colleges, but it leaves hundreds of local schools completely out in the cold.

"When you deny an individual college the right to decide whether it wants to televise its own games in its own home area, you destroy a local asset that never can be replaced by a national institution.

"What right, for example, has any national group to tell Georgia Tech what it can or cannot do in a promotional way in Atlanta?

"Atlanta is important to Tech—just as Tech is important to Atlanta. What possible excuse can there be for any national group to limit what Tech does in Atlanta while they send in the games from Yale or Harvard, Michigan or Alabama? No other sport in the United States ever has permitted such invasion of local community rights.

"I cannot believe that the colleges would have voted for such a plan if they had known what it was going to be. The Dallas vote, as you probably know, was not based on this plan. It simply authorized a committee to develop a testing program.

"All the committee appears to have done is to hand over local, community rights to a few big colleges and big advertisers. I think it is illegal—as well as harmful to college sports.

"This is just about the worst year that could have been chosen for such action. Student enrollment will decline sharply as hundreds of thousands of students enter the services. Individual colleges are going to need local public support and promotion to weather these days of rising costs and declining enrollments.

Alumni Stake

"The alumni of most institutions should be vitally concerned. They not only will lose the pleasure of seeing the games they cannot attend in person, but may be called upon financially to help make up for the loss in public support that such a plan may bring about.

"What do you think the Philadelphia Phillies would have said about a plan like that? By using the full promotion potential of their local radio and TV back of a fine team they had a 50% increase in attendance. They also got a big check for television rights. Do you think they would have wanted the Giants and Yankees and Dodgers taking that time and money away from them in Philadelphia? Of course not—and neither should any individual college which values its home community, and its operating budget.

"If the NCAA plan is permitted to go on year after year it will eventually hurt one of the biggest assets an individual college has, its local community support. I sincerely hope this will not be permitted to happen. Whether it does or not, depends largely upon the action which you and I, as alumni, see fit to take.

"The Southwestern Conference, I believe, voted solidly against any invasion of their rights for local decision. They are not yet on a television network and may be spared this NCAA blight. But other colleges, like the U. of Pennsylvania and Georgia Tech, are now in this national package and will have their community rights handed over to others unless they do something about it."

Mr. Jordan described a joint promotional campaign in which radio and TV stations are joining with advertisers and manufacturers to help sell baseball attendance as well as products. While the season is not far enough along to provide definite data, he said "this much is certain": In many major league parks, baseball's advance ticket sales are the largest in history; major league attendance in April, with fewer games rained out, was 11% ahead of last year; radio and TV rights fees alone are nearly as large as the entire gate receipts of the National League in 1940, baseball's biggest pre-war year; pension and welfare funds for players have been guaranteed for the next six years by World Series sportscasting rights; the industry is giving baseball the largest amount of promotion ever given.

Nearly 1,000 radio stations have sold an average of two hours daily to 5,000 participating advertisers, Mr. Jordan said. The audience rating, he continued, "is between 10 and 15, better than any individual average daytime rating prior to television.

"That's just one example of how American ingenuity can meet a new problem. Baseball is finding a way to live and prosper with television. Radio, also, is finding that it has a great undeveloped local potential —not dominated by big-name network programs. By developing that potential, radio can be as big—or bigger—than it ever was."

WCMB GRANT

Opposed by WHGB, Cottone

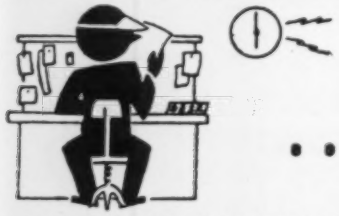
EXCEPTIONS to an initial decision proposing the grant of fulltime facilities to WCMB Lemoyne, Pa., were filed with the FCC last week by WHBG Harrisburg, Pa., and by Benedict P. Cottone, FCC general counsel.

The proposed decision by Examiner Hugh B. Hutchison was opposed in its entirety by WHGB as contrary to the evidence and therefore contrary to law. General Counsel Cottone excepted on engineering grounds but did not ask oral argument. WHGB requests oral argument.

The decision would grant WCMB transfer from 1 kw daytime on 960 kc to 5 kw fulltime on 1460 kc, using a directional antenna [BROADCASTING • TELECASTING, April 30].

This decision would deny the competitive bid of WHGB to change from 250 w fulltime on 1400 kc to the 1460 kc assignment which WCMB would receive. WCMB's proposed grant was conditioned on licensing of WHP Harrisburg to operate on 580 kc with 5 kw fulltime. WHP now operates 5 kw day and 1 kw night on 1460 kc but holds a CP for the 580 kc shift.

WHGB argues the examiner "resorted to the highly improper device of merely reciting allegations and claims, failing to resolve conflicts in testimony." The station's counsel, George S. Smith of Segal, Smith & Hennessey, denied that comparison of past and proposed programming of these applicants should be the "principal factor," as contended by the examiner.



...at deadline

NBC PROMOTION MEETINGS OPEN IN NEW YORK

FIRST of series of five regional NBC radio station promotion managers' meetings opens today (Monday) in New York, to be attended by 34 representatives of stations located in East. Workshop clinics for discussion of summer and fall promotion and to acquaint affiliates with network plans for observance of its 25th anniversary will also be held in Chicago on Wednesday, Atlanta on Thursday, Dallas next Monday, and Los Angeles May 30.

Speakers at New York meeting to include George W. Wallace, NBC manager of radio advertising and promotion; John K. Herbert, NBC radio vice president and general sales manager; Charles C. Barry, vice president for radio network programs; William F. Brooks, vice president for public relations; Pat Steel, audience promotion supervisor; Sydney H. Eiges, vice president for press and information; Clyde L. Clex, station promotion supervisor; James Brown, BBDO promotion and publicity manager; James Hagen, U. S. Steel Corp. public relations representative; John Stilli, WBZ Boston sales promotion manager; A. N. Bendej, WHAM Rochester promotion and publicity director; Norman Glenn, NBC sales.

Speakers at Chicago meeting to include Charles N. Kerr, sales promotion manager of Allis-Chalmers Mfg. Co., and Arthur Farlow of J. Walter Thompson Co.

RADIO, TV GET SPECIAL RCA CO-OP CREDIT

BAB reported Friday that conversations with RCA officials at Camden had made clear that RCA's factory-controlled advertising campaign, started in March and continuing through this month, includes 75-25 dealer cooperative advertising credit allowable for radio and/or television as well as newspapers.

BAB said RCA had notified dealers and distributors that "it is not our intention to restrict in any way our distributors or dealers from using radio or television to support our campaigns . . . any claim covering radio and television activities during the March and April program in support of our national campaign will be allowable for 75-25 credit on the same basis as newspapers." BAB noted that 75-25 credit has been extended for May, after which usual 50-50 credit will prevail.

CBS, HYTRON MEETINGS

BOTH CBS and Hytron Radio & Electronics Corp. scheduling stockholders meetings June 13 to pass on Columbia's acquisition of manufacturing plant and subsidiaries [BROADCASTING • TELECASTING, April 16], with prospect for consummation of deal about fortnight thereafter if approved. Terms involve exchange of stock in equivalent of $20 million deal.

ABC NET INCOME UP

ABC reports net income after federal taxes for first three months of 1951 was $222,000, or 13 cents per share on 1,689,017 shares of $1-par common stock outstanding, compared with $93,000, or 5 cents per share, for first three months of 1950.

JOINT HEARING SET IN 1090 KC CASE

PROGRAM, legal and technical issues reported by FCC Friday in consolidated hearing set June 25 on applications of John D. Ewing's KTHS Hot Springs, Ark., to increase power to 50 kw, move to Little Rock and for license renewal, and competitive applications of KGRH Fayetteville, Ark., and James A. Noe's WNOE New Orleans for 1090 kc frequency of KTHS, declared "available" by Commission year ago upon expiration of certain provisions of former North American Regional Broadcasting Agreement [BROADCASTING • TELECASTING, Sept. 18, Aug. 14, April 17, 1950].

KTHS, which has sought improved assignment on 1090 kc since 1944, asks change from 10 kw day, 1 kw night at Hot Springs to 50 kw fulltime, directional night, at Little Rock. In earlier proceeding, KTHS' bids to increase power, move to West Memphis, Ark., and replace KTHS at Hot Springs with new outlet on 550 kc under same ownership, had been denied in April 1950 along with competitive application of C. E. Palmer's Hot Springs Broadcasting Co. for new station at Hot Springs on 1090 kc with 50 kw fulltime.

In new case, WNOE seeks change from 50 kw day, 5 kw night on 1060 kc, directional day and night, to 50 kw day, 25 kw night on 1090 kc, directional day and night. WNOE also has petitioned FCC to revoke, delete or modify KTHS' license. KGRH seeks change from 250 w fulltime on 1450 kc to 50 kw fulltime on 1090 kc, directional night. Among issues, FCC posed question whether proposed KTHS operation would result in unlawful overlap with KWKH Shreveport, La., 50 kw outlet on 1130 kc also owned by Mr. Ewing. Another issue related to question of conflict by any of three proposed operations "with any international agreement" to which U. S. is party. New NARBA is awaiting Senate confirmation. It specifies 1090 kc as Class I-B for KTHS and WBAL Baltimore.

FCC DENIES EXTENSION

WJAX-TV Jacksonville "did nothing during the entire seven months between August 1948 and April 1949" to implement construction of its authorized TV station for Channel 2, FCC has told U.S. Court of Appeals for District of Columbia. Brief filed in conjunction with case slated for early June, in which City of Jacksonville (WJAX-AM-FM) is appealing Commission denial of time extension to complete construction (see earlier story, page 66).

SANKA REPLACEMENT

SANKA COFFEE DIV., General Foods, New York, to sponsor *Who's Whose*, audience participation show, as summer replacement for *The Goldbergs*, Monday, 9:30-10 p.m., on CBS-TV, effective June 25. *The Goldbergs* is not expected to return in fall, but Sanka is planning another show in its place. Sanka agency is Young & Rubicam, New York.

TV BOOSTS FC&B BILLINGS

TELEVISION reportedly is primarily responsible for overall national increase in business of 26% for Foote, Cone & Belding, during first quarter of this year compared with same period in 1950. Television billings, however, were "much higher" than 26% gain for all media.

TV AUCTION ENDS

TELEVISION set auction of Monarch-Saphin Inc., in New York, (see story page 64) ended Friday after four days in which 7,000 sets were sold for $1,400,000, according to firm.

Closed Circuit

(Continued from page 4)

technical research division of FCC, and A. L. McIntosh, chief of allocation and treaty division, remain in running, however. If McIntosh gets chief engineer's job, Loeber is natural as his successor.

NEW TECHNIQUES in commercial programming are being evolved as a result of advertiser pressure on rates, first exemplified through cross-the-board network cuts. One important group operation has found it possible to double its spot rates through specialized formats. Announcement shortly will be made on plan (watch these pages).

SWEETS CO. OF AMERICA, Hoboken, N. J. (Tootsie Roll), through its agency, Moselle & Eisen, New York, planning to add 10 cities to its current 20 major television cities schedule of spot announcements effective end of May.

INDICATIONS are that those hearings on NARBA before Senate Foreign Relations Committee could be delayed until as late as early fall. Proposed pact, providing for allocation of frequencies among North American countries, has been in Senate since February, but stymied by consideration of other emergency issues. Right now, Committee concerned with foreign policy study in relation to MacArthur recall; next wants to go into foreign aid program.

SUPREME COURT, aiming for summer adjournment by early June, has only today (May 21) or next Monday (May 28) in which to announce color television decision. However Court spokesman, noting number of outstanding cases, conceded possibility it may be necessary to have third decision day (June 4).

RADIO, TV SUPPLY ADEQUATE, NPA INFORMED

PRESENT supplies of radio, television and household appliances are "fairly adequate" in most sections of the country to meet civilian requirements, an advisory committee told National Production Authority late last week.

NPA said it was working on a recommendation which would have effect of giving repair shop owners priority rating on replacement parts for household repair equipment. Spot shortages were reported in several items, including certain types of radio and television tubes.

SUPPORT TO RESERVATIONS

LATE COMMENTS supporting educational reservation proposal of FCC's revised proposed TV allocation plan received Friday from Orleans Parish School Board, New Orleans, and Racine (Wis.) Public Library, latter asking for UHF reservation locally. Other late filings supporting reservation from U. of Kentucky, Lexington; Coe College, Cedar Rapids, Iowa, and Brown U., Providence, R. I. (See early story page 64).

TV SETS TO 48 STATES

SHIPMENTS of TV receivers to dealers by manufacturers totaled 1,814,767 for first quarter of 1951, according to Radio-Television Mfrs. Assn. Shipments amounted to 600,583 in January, 619,122 in February and 595,042 in March. RTMA figures show factory deliveries into all 48 states and District of Columbia.

WAAB TO JOIN ABC

WAAB Worcester, Mass., 5 kw fulltime on 1440 kc, headed by Bruff W. Olin Jr., to become ABC's radio affiliate there effective Oct. 15, replacing WORC, network said Friday.

Virginia from Any Angle

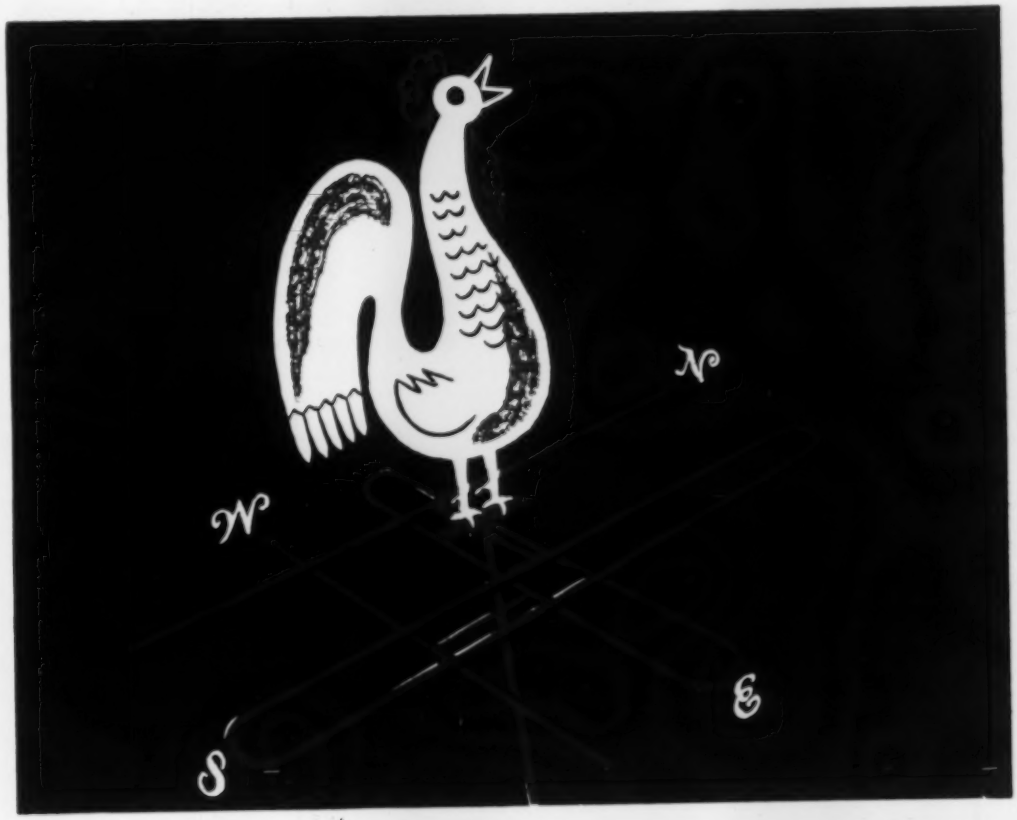
Look as you may, you'll find nothing else like the Havens and Martin stations in Richmond, Virginia.

They're unique.

Unique in their coverage of the AM, FM, and TV fields . . . the only audio and video institution in Richmond.

Unique in tradition and reputation. Since 1926, when WMBG went on the air, Havens and Martin stations have stood for pioneer planning, long-range thinking, and the fullest measure of broadcast service.

Unique in sales. Ask any Blair man.



WMBG AM
WTVR TV
WCOD FM

First Stations of Virginia

Havens and Martin Stations, Richmond 20, Va.
John Blair & Company, National Representatives
Affiliates of National Broadcasting Company